



MONTHLY BULLETIN, MICHIGAN SOCIETY OF ARCHITECTS • MAY 1961 • 50c

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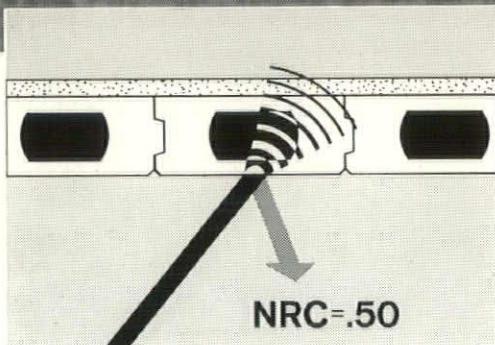
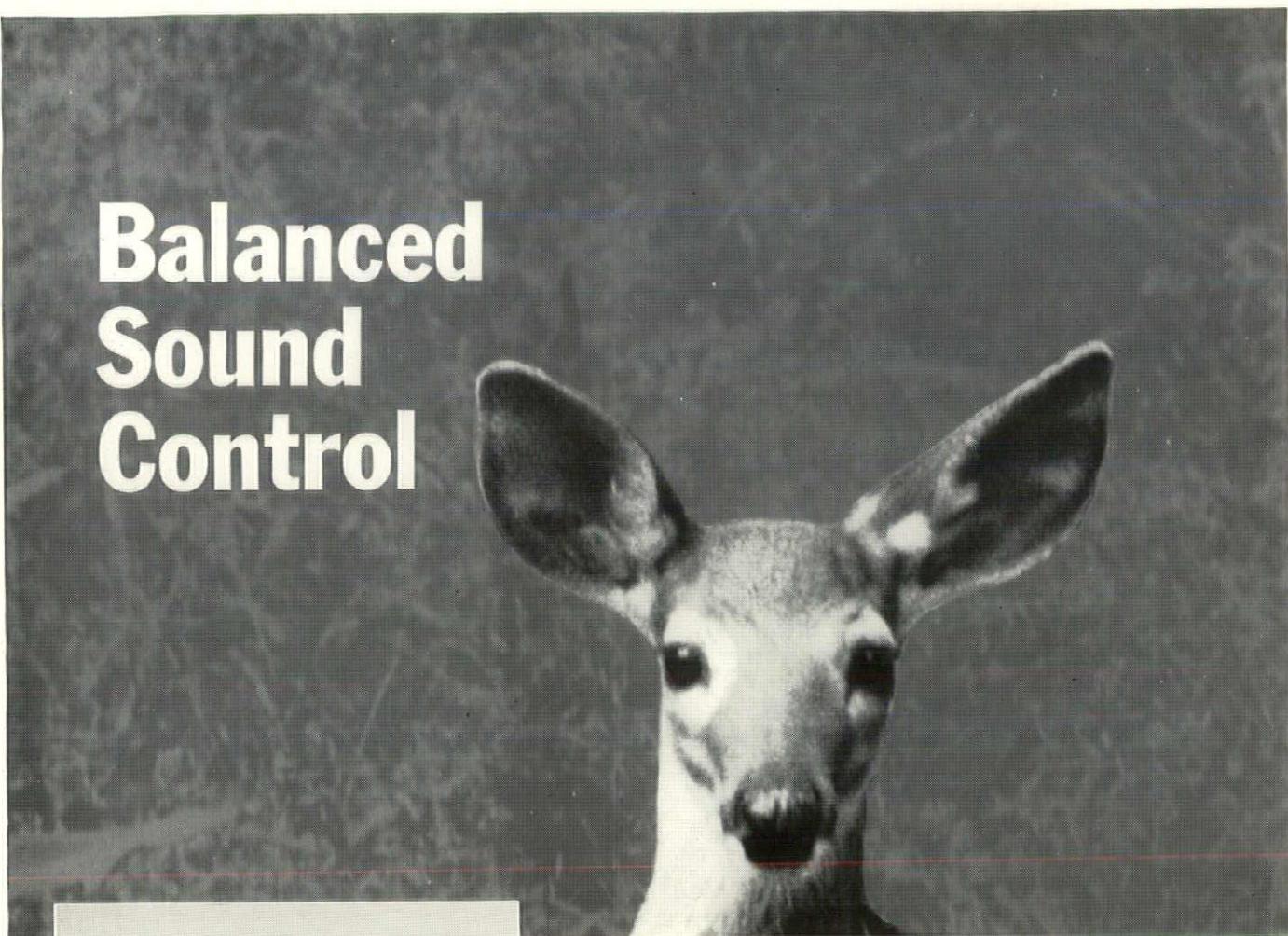
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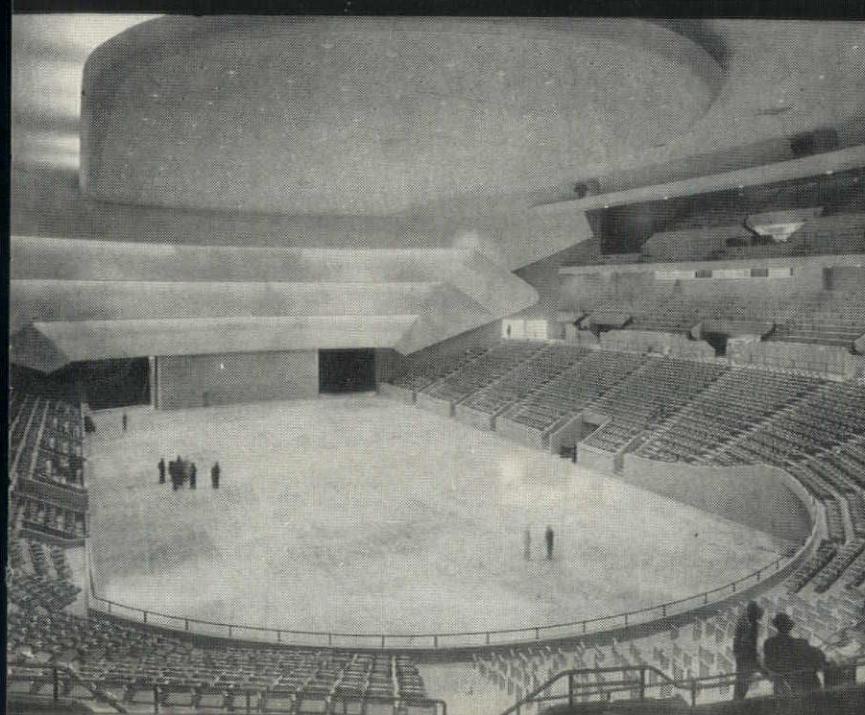
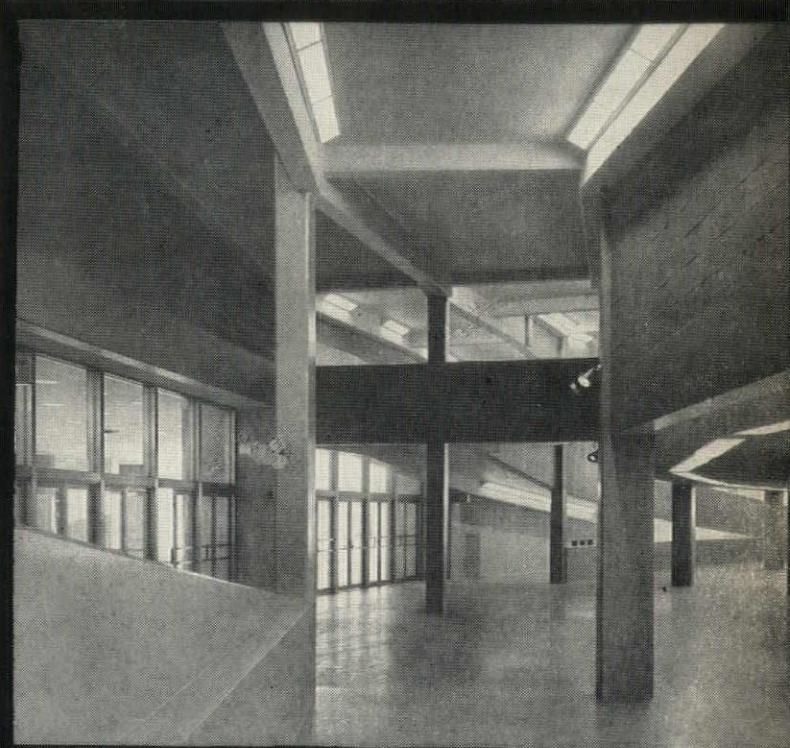
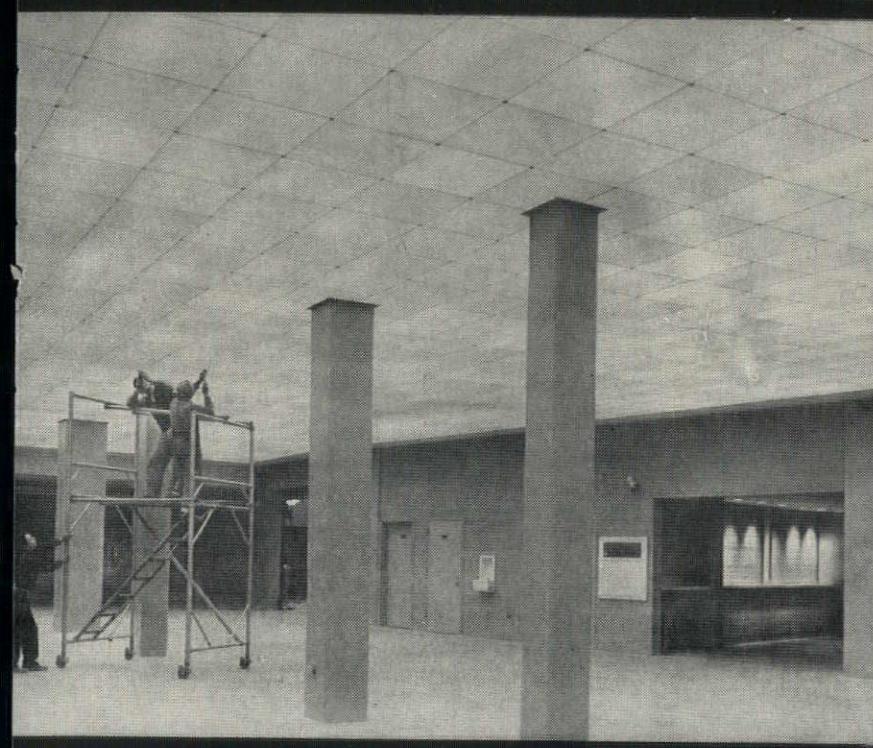
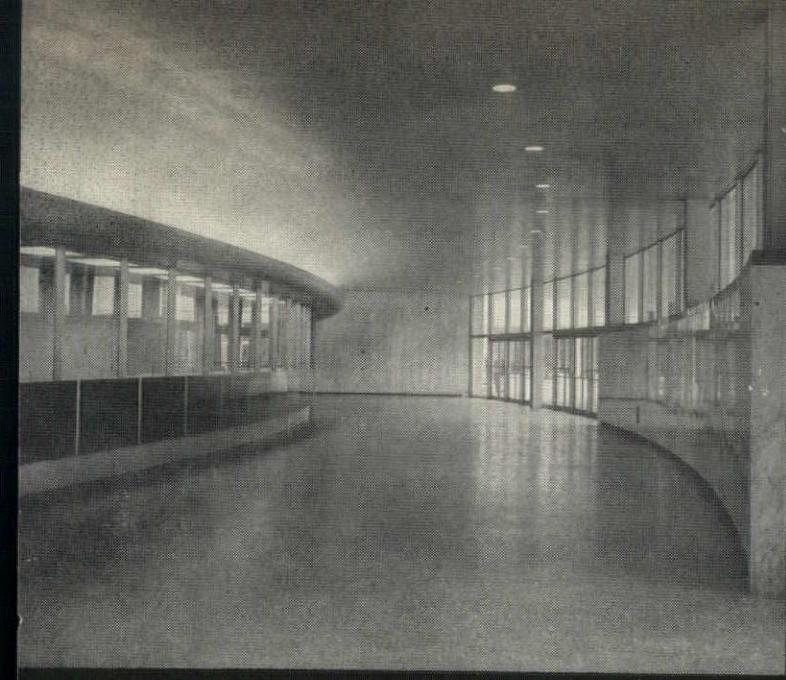
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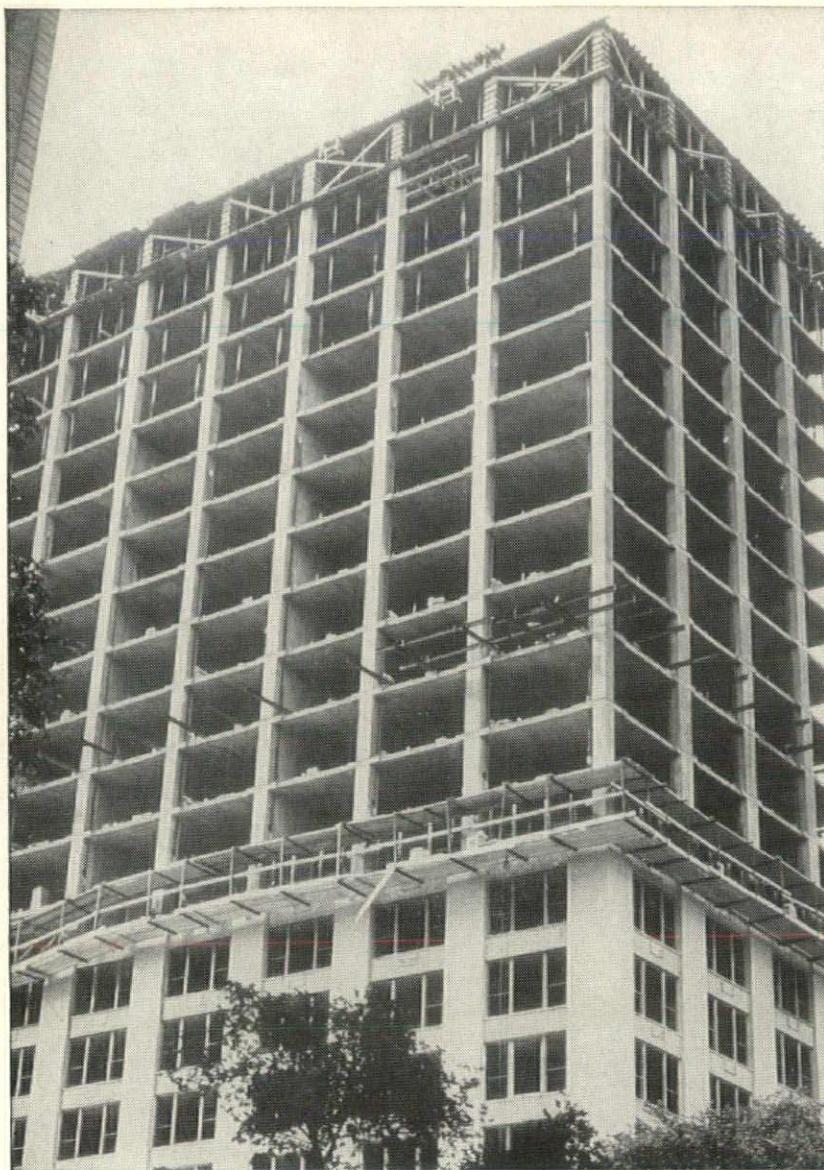
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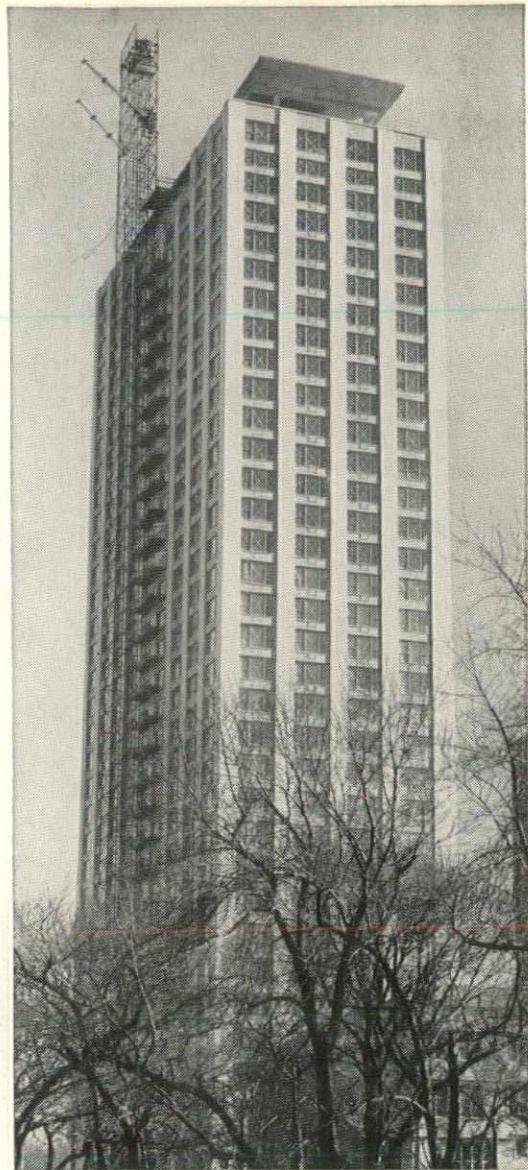
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Letters

BULLETIN:

I have been a regular reader of your excellent professional magazine and frequently I have wanted to write you expressing my gratitude for the distinguished work you have done over the years.

It was particularly refreshing to read the article entitled "Architect Huckster or Professional?" By Charles V. Opdyke, A.I.A. The thoughts expressed concur with those of the writer and I have been increasingly apprehensive over the trend developing in the profession to encourage the use of salesmen to secure commissions.

Our profession still enjoys a degree of prestige only to the extent that we respect our ethical standards. This is the only difference between a profession and a commercial enterprise. God help us if we have to compete with big business corporations!

Let's upgrade our profession and not succumb to Satan's temptations.—JOSEPH CERUTI, 7113 Euclid Avenue, Cleveland 3, Ohio

BULLETIN:

The April 1961 article "The Architect—Huckster or Professional" by Charles V. Opdyke, A.I.A. obviously brought to light the DOUBLE STANDARD that prevails in today's architectural offices; the academic vs. the practical ethics. The architect-in-training has been taught ethics, but the established contemporaries contradict these ethics.

The business of architecture is not academic, it is practical; and experience has taught most of us who start our practice that too many established firms offer the gimmicks on a level with the nonprofessional plan service and the supplier or contractor package-program people.

The need is a stronger State Law, with a program of education at the local building department level. The huckster can't be changed, the architect-in-training can't eat ethics—are there enough ethical firms to have influence at the state level, or is this academic too?—RAYMOND A. JOHNSON, A.I.A., Livonia, Mich.

BULLETIN:

We are interested in obtaining 12 copies of the April 1961 Volume 35 No. 4 of the Monthly Bulletin containing an article entitled "Approved Substitutes" by Charles M. Scripture, A.I.A.-CSI to send to interested state officials.—J. D. PIEDMONTE, A.I.A. Carl W. & R. T. Clark, A.I.A.—Architects-Engineers, Syracuse, New York

BULLETIN:

We know The Manoir Richelieu, having spent two seasons there—immediately prior to our "discovery" of The Greenbrier. However, we knew practically nothing about its history until we read your article.

The Murray Bay air was like champagne—fresh, pure, invigorating. Not even any insects!

We were glad to read about old Patrick Torpy and that he is still around. What a joy he was!

Your articles are not only delightful to read, but they are extremely educational. We appreciate all the historical research you made in each instance.—(MR. & MRS. W. C. L.) LOUISE AND LESTER HODGSON The Parkstone, Detroit

BULLETIN:

Your piece on the Manoir Richelieu is very interesting.—MARY FRANCES SUTTON MILLER, Holiday Magazine, Philadelphia, Pennsylvania

BULLETIN:

Your article "The Manoir Richelieu" is wonderful. I enjoyed it so very much. Only Gustavus Arnold could write it up so well. I also enjoyed the picture of the new spotlights at Kentucky Fair Grounds in your Products News Section as I had formerly lived in Louisville for many years.—(MRS.) SIBYL E. HANCOCK, Royal Oak, Michigan

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MONTHLY BULLETIN

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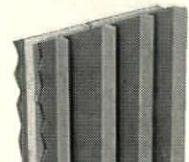
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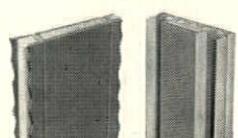
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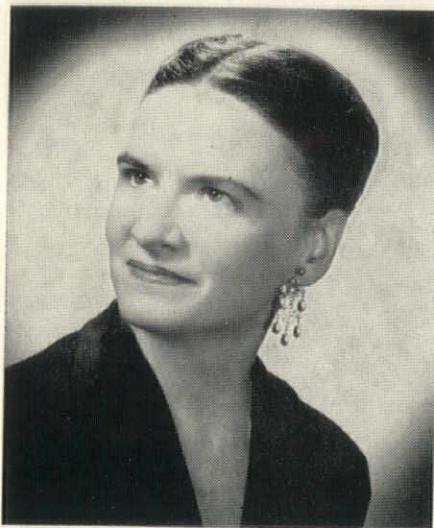
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Beatrice Zwann

JOSEPHINE WINN

"EACH DAY'S PROUD BATTLE"

Josephine Winn, wife of Otis Winn, AIA, Detroit architect, is author of a new novel "Each Day's Proud Battle," a gripping story with a Great Lakes setting, just published for the New Authors Guild by Putnam's.

Although the Winns are both Americans, they met in Rome, Italy, where he was on an architectural traveling fellowship and she was studying voice.

One might expect that Mrs. Winn would do much of her writing in front of the magnificent riverview-windows on the 21st floor of their Mies van der Rohe apartment, but not so. Instead she goes daily to her husband's office in the Michigan building, and does her writing there.

Grosse Pointe's Lake Shore Road of the past could be the setting for Josephine Winn's powerful novel, which, if it is not set in Detroit of many decades ago, well could be. "Each Day's Proud Battle" is a notable reconstruction of the financial mazes of the not-too-distant past. It is a novel, which, in spite of its quality of inevitability, has suspense and a great deal of characterization.

This is a warm, full book, of people and incidents, but the focus is on the Turek family. It is a fascinating and absorbing story about a group of appealing and believable people held in a long-enduring and dramatic situation. It should have a very wide appeal, not only for women readers, but for all who remember, or have read of the days

when corporations collapsed, or who ever lost money on stocks. It is a mature and absorbing novel.

Here is a son, born to wealth, who vows to repay every cent lost when his father's securities empire collapses amid scandal and suicide as a result of the great depression. The son, Monroe Turek, is one of those individuals with a conscience which spurs him on to do the decent and honorable thing by the many who lost money through his father's failure.

The author says, "The 'Proud Battle' of my title refers to the battle fought by every human being who tries to live a decent, considerate, positive life."

Josephine Winn is strong and unfailing, yet always feminine.

PR Workshop At Lexington Kentucky

By Elmer J. Manson, Chairman,
Committee on Public Relations,
Great Lakes Region, AIA

Methods and techniques for speakers bureaus were reviewed at the Great Lakes Regional Workshop on Public Relations by Mr. Wolf Von Eckardt, the Director of Public Information for the Institute. The Institute has prepared a series of movies and several pieces of literature for the public and speakers' notes on many subjects.

An active speakers bureau is one of the best methods of bringing information about the profession to the public. One chapter arranged for 16 appearances by its members in a three month period.

Every chapter is urged to arrange a list of qualified speakers from its members and request program time from P.T.A.'s service clubs and other civic groups. Such public appearances are the best ways to create an interest in architecture in a community.

Fourteen members from eight chapters made intensive study of chapter public relations. Methods were discussed for presenting information about the architect to the public.

The chapters should generate newsworthy activities. In addition to routine meetings, the chapter should hold and publicize awards of merit for achievements in architecture, craftsmen's awards, exhibits, etc.

The chapter should engage in programs of community concern such as urban renewal, civic improvement, historic preservation, etc.

The chapter members should be will-

ing to make comments on architecture to tell the public what buildings accomplish in the community.

Each chapter should list the possible programs and determine capabilities, then set down a program for the year—and accomplish it. This may take time and effort but the rewards are worth the effort.

The chapter chairmen reported on many effective programs being carried on in the region. East Ohio, in particular, reported a wide variety of projects including an architectural exhibit that may be available to other chapters. For information write James Knapp, New Philadelphia, Ohio.

If any chapter does not have the Public Relations Manual and the folder on Speech Material they are available from Mr. Von Eckardt at the Octagon.

"SCHOOL GUIDANCE COUNSELORS KIT" has been designated Document of the Month for January, 1961 by the AIA Chapter Affairs Committee, it is announced by George F. Pierce, Committee Chairman. It was issued by the Central New York Chapter, AIA.

The kit contains a letter of instruction, for the counsellor himself; an article, "How to Gain Admission to a School of Architecture, by Dean Kenneth Sargeant, FAIA, of the School of Architecture, Syracuse University; A listing of scholarships available at five of the schools of architecture in New York state; a synopsis of the film, "Designing a Better Tomorrow—a Career in Architecture"; A description of the Chapter's Speakers Bureau; three career guidance booklets—"Designing a Better Tomorrow," "Should You be an Architect?", and "Facts about Your Architect and his Work."

Says the Chapter Affairs Committee: "The Central New York Chapter has provided us with an excellent example of valuable and thorough committee work in a field that will insure high quality in future generations of architects."

ANNUAL DESIGN COMPETITION of Mastic Tile Division of The Ruberoid Company offers \$25,000 in prizes for a hospital in a satellite city on the fringe of a major metropolis. This is the third annual award of the Division and it is open to architects, assistants to architects and to students of accredited schools of architecture. The competition closes on June 30, 1961. For further information address Mastic Tile Division, The Ruberoid Company, PO Box 128, Vails Gate, N.Y., by May 15, 1961.

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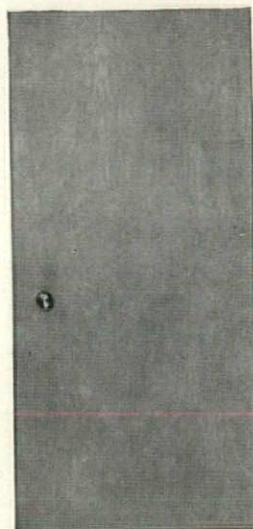
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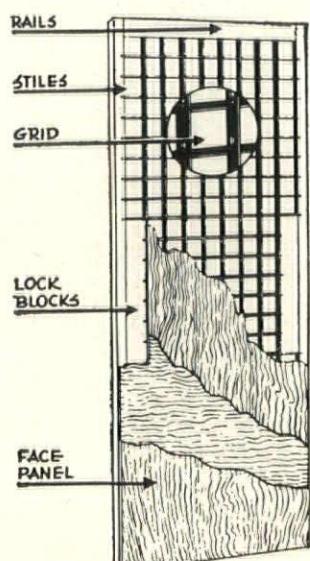
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COMDR. FREDERICK J. SCHOETTLEY

FREDERICK J. SCHOETTLEY, AIA, of the Detroit firm of Palmer, Schoettley and Associates, Architects, was installed as Eminent Commander of Detroit Commandery No. 1, Knights Templar on April 14, 1961.

This is a signal honor for the architectural profession, as it the first time in the organization's 111-year history that an architect has been so honored.

Detroit Commandery, No. 1, Knights Templar is indeed an outstanding organization. It has one of the finest drill teams in existence, which has won many competitions in conclaves throughout the country.

Fred Schoettley was born in New Bremen, Ohio on February 8, 1903. He attended high school in Toledo, Ohio and received his bachelor of architecture degree from the University of Michigan in 1922. He was employed in various Detroit architectural offices.

He became registered as an architect in Michigan on October 17, 1947 and was elected to membership in The American Institute of Architects, its Detroit Chapter and the Michigan Society of Architects on March 18, 1948. He has served on the Boards of both his Chapter and State Society. He is currently a Director of his Chapter.

For many years he was a partner with the late Paul R. Sewell, and currently he is a partner of C. William Palmer, FAIA.

WANTED — Architectural draftsman for position in Oshkosh, Wis. Layout man who can make and supervise drawings for Mo-Sai architectural concrete panels, cast stone, etc. Salary commensurate with ability. For preliminary screening, see local representative, Robbie Robinson Co., 17626 Jams Couzens Highway, University 4-1108.

WORKSHOP FOR MICHIGAN ARCHITECTS AND ENGINEERS will be conducted by the University of Michigan Extension Division in Detroit's Rackham building Friday and Saturday, May 12 and 13.

Harold W. Himes, AIA and Glenn Mastin, AIA, both associate professors of architecture at the University, are on the workshop staff.

Messrs. Himes and Mastin have recently completed a course conducted by the U. S. Office of Civil and Defense Mobilization for the purpose of training instructors to teach architects and engineers how to design and evaluate protection against radioactive fallout.

The workshops are sponsored by the University; Detroit Chapter, AIA; MSA, ESD, OCDM, MSCE, MSPE.

Sessions will be held mornings and afternoons of each day. The registration fee is \$12.50, including two luncheons and coffee breaks. Further information may be obtained from the University's Extension Service, 1610 Washenaw, Ann Arbor.

THE EAGLE SCOUT RECOGNITION AND BANQUET, at the Sheraton-Cadillac Hotel, in Detroit March 20, 1961, included the following Eagle Scouts, who intend to study architecture, and their sponsors:

Thomas Busson, sponsored by Linn Smith; Michael A. Murdock, by William Lyman; John Sedlander, by Jay S. Pettitt, Jr.; James Foreman, by Gus Muth; David P. Greene, by Emil W. Pellegrini, Ford Motor Co.; Ross Thomas Higden, by John M. Harlan, Harlan Electric Co.; Donald Viles, by Ronald S. Lijewski, Harlan Electric Co.

The Eagle Scout visits the sponsor, who acquaints him with some of the inner workings of an architect's office. This is followed by the banquet, concluding event of the program. Dr. Harlan Hatcher, President of the University of Michigan, was this year's speaker at the banquet.

ANNOUNCEMENT of association with the firm as president of Harold R. Wright, AIA, architect and registered professional engineer, has been made by Cuddie Engineers, Inc., of Birmingham, (Mich.).

William Gillett was made office manager and Calvin J. Saari manager of structural detailing department, in personnel changes announced by the firm, which specializes in the field of structural engineering.

Wright formerly was in private practice as consultant since 1946.



WILLIAM A. HALSEY, Architect

THE NATIONAL FIRE PROTECTION ASSOCIATION will hold its 65th Annual Convention at Detroit's Statler Hilton hotel May 15 through 19, 1961. This is but the second time in the Association's 65 years that its convention has been held here.

Sessions will be held mornings and afternoons each day, with National authorities as speakers.

Says John C. Thornton, AIA, Chairman, AIA Committee on Human Safety: "The AIA is a member of the National Fire Protection Association and many AIA members belong personally, several acting on committees. We who are closely associated with NFPA invite and urge architects of this area to take advantage of the opportunity to attend this convention. The program contains many items of vital interest to architects."

A highlight of the convention will be an address Thursday morning on the subject of "Fire Protection as an Architectural Problem," by Mr. William A. Halsey, of Bastille Halsey Associates, Architects, of Boston, Mass.

Gerald E. Montgomery, executive director of the Greater Detroit Safety Council, one of the local sponsors, says: "Let me assure you that one of the best fire-protection programs ever planned is in store for all those who attend these sessions."

"You don't have to be a member of NFPA to attend. Everyone who has an interest in the subject is urged to be present."

The NFPA is a recognized authority on problems dealing with fire. This National Convention provides an opportunity for all to learn first-hand from experts who will be on the program.

WANTED—Staff Architect by Portland Cement Association in Chicago.



In Michigan, nearly everybody insists on gas

Put new pep in sales with all-gas homes. More Michigan residents are using gas for heating, cooking and water heating than any other fuel. And when buying a new home,

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 ...and listen to "Business Barometer," 6:30-6:40 p.m., WJR, Monday through Friday.

Prize Winner



Mr. Bergsma (r.) receiving award from MHRF President McCallum

RALPH T. BERGSMA, Landscape Architect received the first prize of \$4,000 in the professional category of a mobile home park design competition sponsored by Mobile Homes Research Foundation, of Chicago. The award ceremonies took place at a luncheon in the Sheraton-Cadillac Hotel, April 14.

Collaborating were: Manuel Dumla, Violetta Dumla, Masao Itabashi.

In addition to the cash award, Bergsma has the opportunity to supervise construction of a mobile home park built to his prize-winning design on a site near Des Moines, Iowa.

Aims were to create an outstanding design of a mobile home park; to explore and develop new concepts of mobile home planning in order to create more desirable, attractive, and livable mobile home areas, and to create a place for mobile homes in the housing community.

Bergsma, is an architectural designer and senior landscape architect with Smith, Hinchman, and Grylls Associates, Inc. He holds a BS Degree in landscape architecture from Michigan State University and a BA Degree in architecture from the University of Michigan, College of Architecture and Design.

Presenting the top prize to Bergsma was F. A. McCallum, president of Mobile Homes Manufacturers Association. Also taking part were Gurdon T. Wolfe, chairman of the MHMA park development committee; George Miles, chairman of the Association's bank and finance committee; and Richard K. Beiter, MHMA park division director. McCallum is vice president of Detroit Mobile Homes, Inc., St. Louis, Mich.; Miles is treasurer of Vagabond Coach Mfg. Co., New Hudson, Mich.; and Wolfe is president of Guerdon Industries, Inc., Marlette, Mich.

ALBERT KAHN ASSOCIATED ARCHITECTS AND ENGINEERS, INC., established in 1941 a Graduate Fellowship in Architecture to be awarded annually by the University of Michigan.

Latest recipient of the Kahn Fellowship, Paul O. Heyer, is a graduate architect from Brighton, England. Interested in observing how an American professional organization conducts the practice of architecture and engineering. Mr. Heyer recently visited the offices of ALBERT KAHN ASSOC. in Detroit.

Heyer is a graduate of the Brighton College of Art and was recommended for the Kahn Fellowship by the English Speaking Union of London.

During his visit at the Kahn offices, Heyer noted that story of the award-winning Henry Ford Hospital parking structure, designed by the Kahn organization, recently appeared in the OBSERVER, one of London's leading newspapers; and the 14-story main office of the National Bank of Detroit, also Kahn-designed, was shown on BBC television.

To qualify for the Kahn Fellowship, students must have demonstrated ability and promise and show need of financial assistance to carry on graduate work. Heyer is the fourth foreign student to receive this Fellowship; two were from Istanbul, Turkey, and one from Mexico City. The other recipients have come from many different states throughout the United States.

J. & G. DAVERMAN COMPANY, ARCHITECTS, ENGINEERS, AND PLANNERS, of Grand Rapids, have established the "Daverman Merit Award in Architecture," a \$1,000 scholarship to be awarded annually to an outstanding senior student in architecture from the University of Michigan, College of Architecture and Design, to undertake graduate work in a specialized area of architecture such as design, structures, mechanical equipment, planning, or research.

The award has been established in the interest of raising the professional level of the architectural field, and the criteria to be followed in selecting the candidate will be promise of and ability to make an outstanding contribution to the profession.

Candidates for the scholarship should write to the Chairman, Department of Architecture, University of Michigan, College of Architecture and Design, for application forms which must be completed and returned by May 1, 1961. Announcement of the award will be made by May 20, approximately.



RICHARD K. ALBYN, A.I.A.

LINN SMITH ASSOCIATES, INC., Birmingham architectural - engineering firm, announce the addition to its staff of Richard K. Albyn, A.I.A., of Rochester, Michigan.

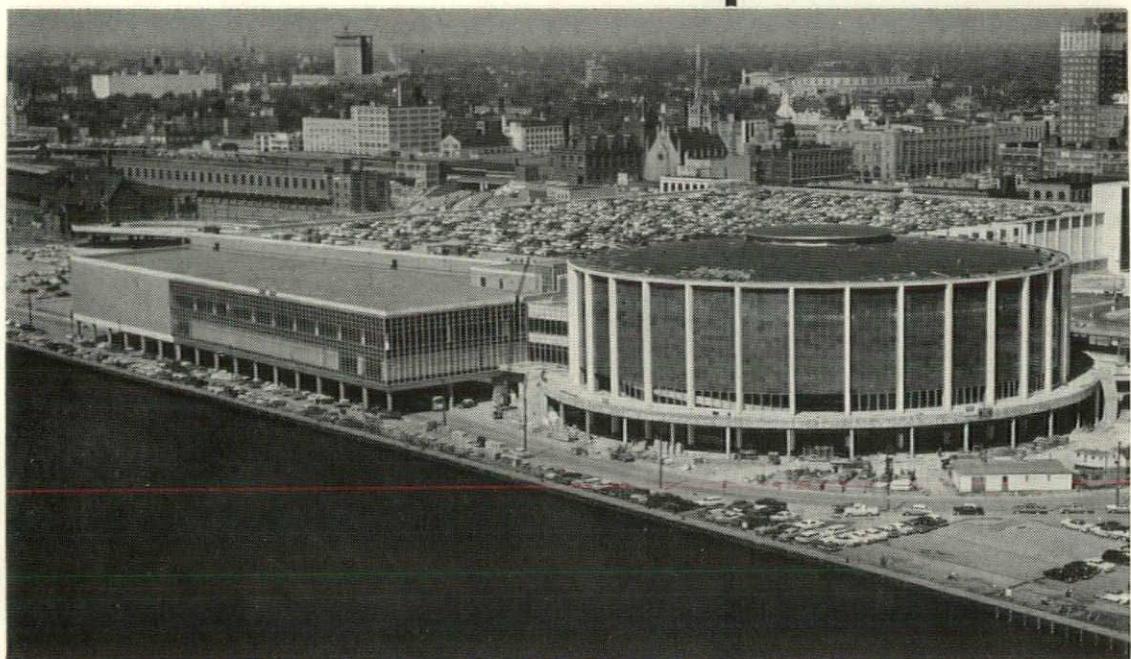
Mr. Albyn recently returned from a partnership with Louis F. Schneider, A.I.A., of Sarasota, Florida, a firm doing primarily school and church work. He was formerly an associate of Minoru Yamasaki & Associates, Inc. of Birmingham, Michigan, as project director for new building programs at Oberlin College, Butler University, and other educational and institutional projects. He has also been an associate of Victor Gruen & Associates, Inc. of Detroit, regional shopping center specialists for such local projects as Northland and Eastland Centers for the J. L. Hudson Company.

The firm of Linn Smith Associates, Inc. is a rapidly expanding organization presently engaged in designing projects costing over seven million dollars. These include a new Nursery Building at Lapeer for the state of Michigan, a two and one-half million dollar expansion program for the Center Line School District, three schools for the Detroit Board of Education, and a building program for junior high school facilities in Rochester. A new high school for the Farmington School District is presently under construction.

BOLD-FACE TYPE IN TELEPHONE DIRECTORIES is advertising according to recent action of the AIA Board, which passed the following resolution:

"RESOLVED, That a letter be sent to all chapter presidents and secretaries advising them that the use of bold-face type in telephone directories is paid advertising. Each chapter president is requested to so advise in writing each offender in his chapter, and to advise The Institute when this has been done."

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MERRITT, COLE & Mc CALLUM, ARCHITECTS is the new name of the reorganized, long-established and well-known firm of G. M. Merritt and Lyle S. Cole, Architects, with offices at 20950 Grand River Avenue, Detroit 19, Michigan.

The partnership originally consisted of Lyle S. Cole and the late Gerald M. Merritt, who practiced architecture together throughout the state of Michigan, with some work also in Ohio, from 1930 until Mr. Merritt passed away last August. During that period, while the firm designed many institutional and commercial buildings, they have become known principally for their work in the religious field. They served as architects for a great many projects for various religious denominations, including churches, parish halls and other social buildings, Sunday school and Christian day school buildings, as well as many additions and alterations. Most of the older projects are of traditional design, but the majority of the recent work has been in line with the contemporary trend in church architecture.

The new partnership of Merritt, Cole and McCallum has three principals, as follows:

LYLE S. COLE, the senior partner, was born in Shepherd, Michigan (near Mt. Pleasant). He attended Central State College in Mt. Pleasant prior to World War I, during which he served overseas with the Red Arrow Division. After the war he returned to Central State College and then transferred to the University of Michigan, from which he received his Architectural Degree in 1924. Mr. Cole obtained his Michigan Registration in 1927, and is a member of the Detroit Chapter, AIA and the Michigan Society of Architects. He served on the Executive Board of the old Detroit Division of the Michigan Society of Architects and was Treasurer from 1940 to 1942 and Secretary in 1942-43. He held the office of Treasurer of the Michigan Society of Architects in 1948 and 1949.

GORDON R. MERRITT, eldest son of the late Gerald M. Merritt, a native Detroit, attended Redford High School here. He is a graduate of the University of Michigan, receiving his Architectural Degree in 1956. Throughout his high school and college vacation periods, Mr. Merritt was employed by his father's architectural firm, and after graduation became a full-time employee, and in 1960 received his Michigan architectural registration. He is a member of the A.I.A., Detroit Chapter, and the M. S. A. Mr. Merritt is a Lieutenant in the U. S. Air Force Reserve, and served for a period as Installations Engineering Officer in Alaska.

STEWART L. Mc CALLUM, who has been with the office of Merritt & Cole, Architects since 1955, is a native of Lincoln Park, Michigan. After graduation from Lincoln Park High School he attended Adrian College for a year, and then enrolled at Lawrence Institute of Technology, from which he received his architectural degree in 1952. Mr. McCallum was employed for three years in the Engineering Department of the New York Central Railroad System. He obtained his Michigan architectural registration in 1959, and is a member of the A. I. A. and M. S. A.

The new partnership will strive to maintain the high reputation the firm has always held in regard to religious architecture, and they also plan to diversify the practice to include other institutional work and certain commercial work.

Projects currently under commitment include a new church building (construction of which is just about to begin) for Peace Lutheran Church in Saginaw, plans under way for alterations to St. Paul American Lutheran Church in Dearborn, and for a new building for Ford Road American Lutheran Church in Dearborn Township. Preliminary designs are being made for a new building for Our Saviour Lutheran Church (West) for their new site in Nankin Township, for a Sunday school expansion for First English Lutheran Church in Grosse Pointe Woods, and for expansion of Zion Lutheran Church in Bay City. Construction is nearing completion on a new Social Hall Addition to St. Paul Evangelical Lutheran Church in Grosse Pointe Farms, and an addition to Lincoln Hospital in Detroit. Recently completed is a social hall addition to Redemption Lutheran Church on East Seven Mile Road in Detroit, an addition and alterations to Grosse Pointe Woods Presbyterian Church, and the First Unit of a proposed master plan for Peace Lutheran Church in Warren, Michigan.

JOHN NOBLE RICHARDS, FAIA, immediate Past President of The American Institute of Architects, has been elected President of the Toledo, Ohio Chamber of Commerce. John served two terms as AIA President of The Institute and rendered an outstanding service. We can expect him to be of equal service in his new connection, a most important assignment.

CONFERENCE ON THE AGING held at the University of Michigan last year reported in our January, 1961 issue should have been credited to Mr. James M. Bayne, AIA, of the Detroit firm of Smith, Hinchman & Grylls Associates, Inc. We regret this omission.

FREDERICK E. WIGEN, ARCHITECT & ASSOCIATES, INC. of Saginaw, Michigan have announced several changes in the firm in line with an expansion of the firm.

As of February 1, 1961 Mr. Leslie D. Tinckell, A.I.A. of Saginaw has become Vice-President of the firm in charge of Design and Mr. Thomas G. Emmenecker, P. E. of Saginaw has become Vice-President of the firm in charge of Engineering and Field Supervision. Mr. Frederick E. Wigen, A.I.A. continues to be President and Treasurer of the firm while Mr. K. Dale Pococke, A.I.A. continues to be the Secretary and Chief Draftsman.

Mr. Leslie D. Tinckell who is a graduate of the College of Architecture and Design of the University of Michigan, is a registered Architect having been registered by examination in 1958. Prior to joining the firm of Frederick E. Wigen, Architect & Associates, Inc. in 1958, Mr. Tinckell was employed by the firm of Brigham & Lee, Architects of Ann Arbor, Michigan and James B. Morison, Architect of Detroit, Michigan where he gained considerable experience in the field of Church Architecture. While attending the University of Michigan, Mr. Tinckell was elected to membership in Tau Sigma Delta Honorary Architectural Fraternity. Mr. Tinckell is a member of the Michigan Society of Architects and is Secretary of the Saginaw Valley Chapter of the American Institute of Architects.

Mr. Thomas G. Emmenecker who is a graduate of Michigan State University, is a registered Professional Engineer having been registered by examination in 1955. Prior to joining the firm of Frederick E. Wigen, Architect & Associates, Inc. in 1958, Mr. Emmenecker was employed by the City of Saginaw in its Engineering Department where he gained considerable experience in supervising construction for the City of Saginaw. Mr. Emmenecker who is an active member of the Saginaw Valley Chapter of the Michigan Society of Professional Engineers is also President of the Junior Chamber of Commerce of Saginaw, Michigan.

Currently Frederick E. Wigen, Architect & Associates, Inc. have \$6 million dollars worth of work under construction in addition to many projects which are in the planning stages. Among the larger projects under construction is the \$1.3 million dollar Carrollton High School, the \$1.9 million dollar Bridgeport Community High School and the \$1.6 million dollar Low Rent Housing Project for the City of Saginaw. In addition to these projects, the firm is one of the three Architects for the \$6.5 million dollar Delta College which is under construction in Bay County, Michigan.

CONVENTION ARENA & COBO HALL

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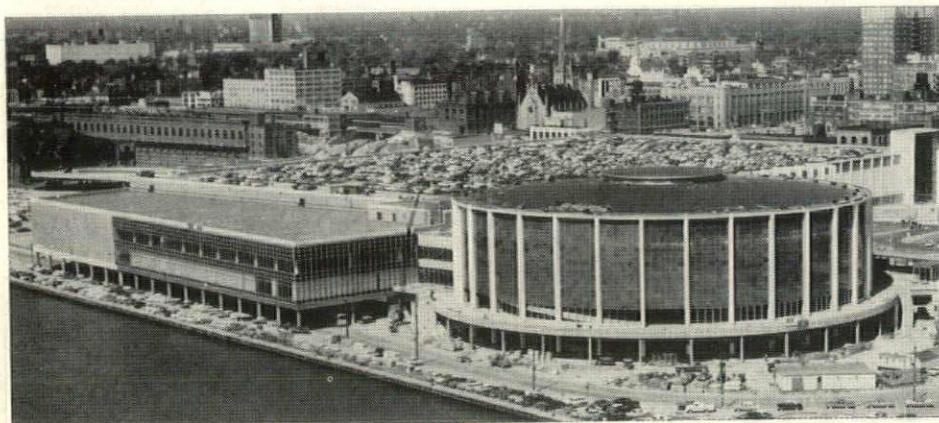


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WHAT YOU SHOULD KNOW ABOUT THE NEW ICE SKATING RINK IN THE DETROIT CONVENTION ARENA

It was constructed by a team of ice skating rink specialists. The rigid specifications set forth were accurately met by ice skating rink engineers plus mechanical contractors skilled in these highly specialized installations.

The rink required 60,000 feet of pipe and uses a refrigeration plant with a 225 ton capacity.

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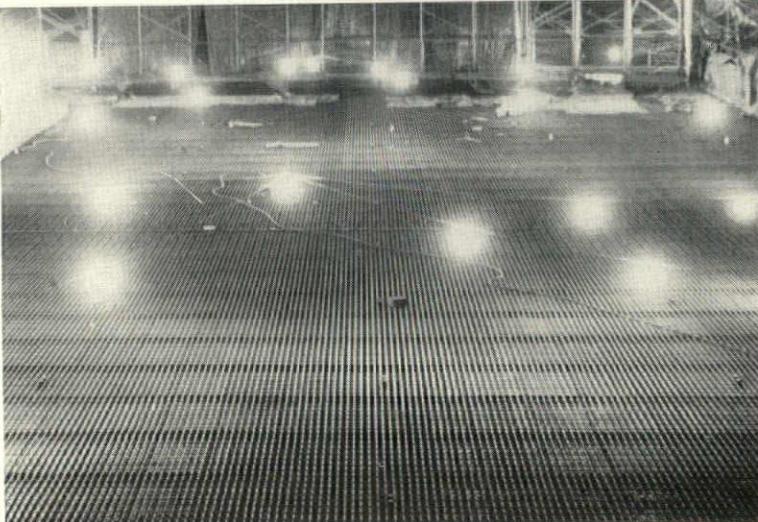
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Tony Spind-Photo

"FACT SHEET," CALIFORNIA COUNCIL, THE WOMEN'S ARCHITECTURAL LEAGUE has been designated Document of the Month, it is announced by George F. Pierce, Jr., AIA, Chairman of the Chapter Affairs Committee, The American Institute of Architects. The announcement states:

The founding of the first chapter of Women's Architectural League in Oakland, Calif. in 1940 gave impetus to the creation of ten chapters within the California Council of Architects and a total of 44 chapters throughout the nation. The California Council, The Women's Architectural League, through its inspired leadership and enthusiastic membership, provided an organizational testing ground for all subsequent chapters. In the "Fact Sheet" they share with you the results of their experience.

Throughout the broad gamut of their activities, our Women's Architectural League chapters have added vitality to the program of our AIA chapters and have relieved our corporate members of the time-consuming details inherent in effective programs. Wherever they exist, the Women's Architectural Leagues have proved to be of immense value. We commend the CCWAL "Fact Sheets" to your thoughtful consideration.

Mrs. Philip N. Youtz, 1611 E. Stadium Blvd., Ann Arbor, is President of the Women's Architectural League of Detroit. WALD has been very active. They are now engaged in a campaign to raise funds to furnish the historic Biddle House, recently restored on historic Mackinac Island.

BUILDINGS OF ARCHITECTURAL SIGNIFICANCE IN TUCSON has been designated "Document of the Month" by the AIA Chapter Affairs Committee, it is announced by George F. Pierce, Jr., FAIA, Committee Chairman.

The Citation states:

"The Southern Arizona Chapter has provided an answer to the frequent request from laymen and visiting architects from all over the world for information on 'what to see' in Tucson, architecturally speaking. The Chapter has made this inexpensive but handsome pamphlet available in quantity to the local Chamber of Commerce, libraries and other agencies that greet the public visitor.

"By giving architects credit for the buildings, locating the structures on a simple map and listing all members of the chapter, an effective public relations tool has been created."



THIS MILLION DOLLAR addition to the Lapeer State Home and Training School, Lapeer, Michigan, designed by Linn Smith Associates, Inc., Birmingham, Michigan, architects and engineers, under the direction of Adrian Nelson Languis, F.A.I.A., Director of the Building Division, Department of Administration for the state of Michigan, will contain 200 beds for ambulatory and non-ambulatory crib patients in a one-story steel and masonry fire-resistant

structure of approximately 50,000 square feet in a new five-ward unit of an ultimate nine-ward Nursery Building.

The low, personal scale of the new building, emphasized by a series of eye-catching cupolas atop a strong horizontal porcelain-enamelled roof fascia, presents an interesting pattern above a curtain wall of alternating glass and porcelain enameled panel rectangles framed on the north and south by textured brick walls.



THE PHOTOGRAPH above tied for second prize at the Architectural Photographers Association members competition held recently in New York. It is the work of Mason Pawlak of Lens-Art Photographers, Detroit and shows an interior of the Orchard Hills Elementary School, Novi, Michigan, designed by Charles W. Lane & Associates, architects, Ann Arbor, Michigan.

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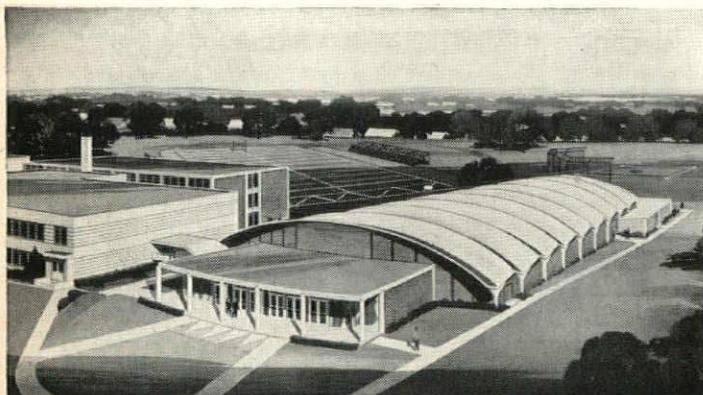
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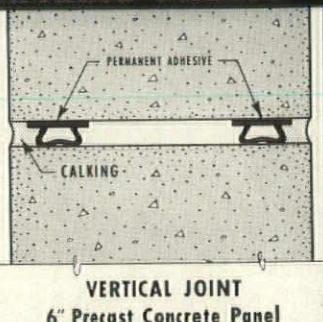


Frayser High School Auditorium, Memphis, Tenn. **Architect:** Dean E. Hill & Associates, Memphis. **General Contractor:** McNeese Construction Company, Memphis. **Specification Engineer:** S.S. Kenworthy & Associates, Memphis.

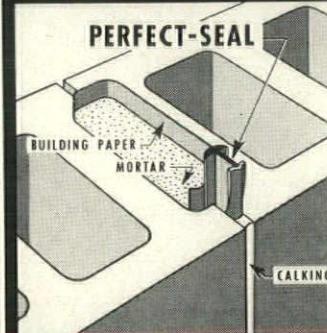
RUBBER or VINYL SEALS and GASKETS

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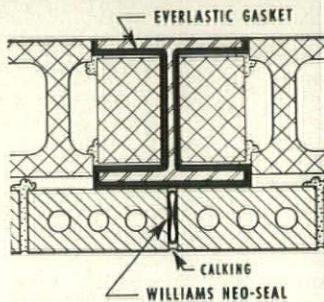
PERFECT-SEAL for CONTROL JOINTS



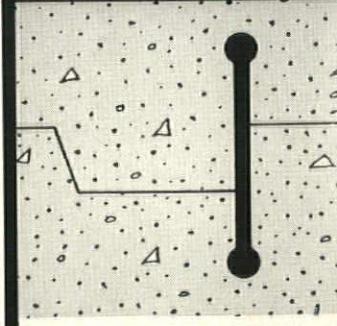
Williams "Perfect-Seal" (Pat. Pend.) is a specially designed seal for use in Mortar-Keyed Control Joints . . . it provides continuous four-point pressure-contact sealing which keeps moisture out of joints and prevents air passage. The T-Section is a high-grade rubber compound; the cross-sealing member at the base of the "T" is a strip of readily compressible, non-absorbent, expanded closed-cell Neoprene Rubber—it provides an effective pressure-contact seal directly behind the calking.

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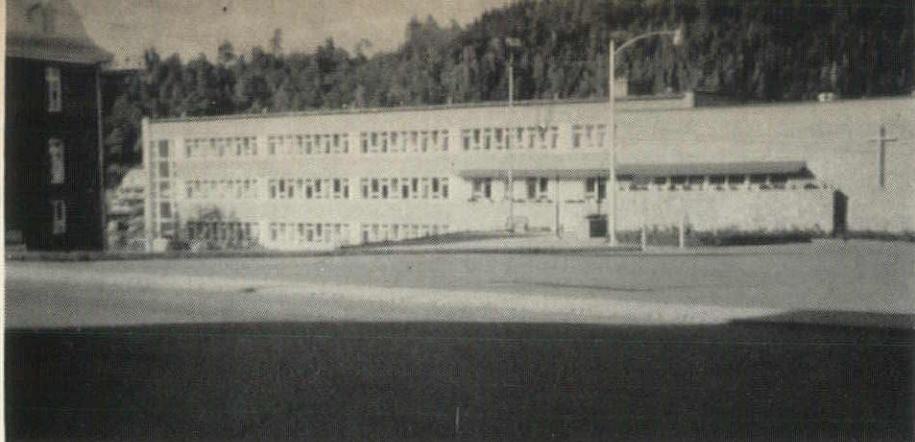


Photo by Ted Seemeyer

ECOLE MARGUERITE D'YOUVILLE. La Malbaie, La Province de Quebec, Canada, was designed by architect Walter Warren of Pointe-au-Pic and Montreal for the Convent Soeurs De La Charite' De Quebec, founded in 1876. The school is on property which once belonged to the old Seigniory of Murray Bay which was given to Scotsman John Nairne in 1762 by General James Murray after the fall of Quebec

ROBERT F. HASTINGS, President of Smith, Hinchman & Grylls Associates, Inc., announces that a four-man team from his firm has been sent to Saigon, Viet Nam to prepare preliminary design of a \$3,500,000 medical school at the University of Saigon. The medical educational center is part of the International Cooperation Administration aid program to Viet Nam. Project director leading the team is Walter R. Lavalli. His co-workers are Howard Hakken, Raymond L. Dombrowski and Nolasco P. Angeles. The team will remain in Saigon for approximately four months, then return to the United States with Vietnamese architects to complete the working drawings. Subsequently the group will also develop a master plan for the hospital in conjunction with the medical center.

ANGELO MARINO, of Monroe, Mich., has been elected chairman of the Michigan State Board of Registration for Architects, Professional Engineers and Land Surveyors. Henry T. McGaughan, of Pontiac was elected Vice Chairman

and William T. Harvie, of Birmingham was elected Secretary.

Mr. Harvie has resigned as a member of the Board and Governor John B. Swainson has appointed Robert J. Zimmerman of Kalamazoo to fill the unexpired term. Mr. Zimmerman's term expires January 1, 1964.

Vernon L. Venman

Vernon L. Venman, AIA, a retired executive of The Detroit Bank and Trust Company, died March 15 in Bloomfield Hospital after a long illness. He was 70 years of age.

A native of New York, he was active in Masonic work, served overseas in World War I, and was a member of The American Institute of Architects, its Detroit Chapter and the Michigan Society of Architects.

Surviving are his wife, Adaline; a son, John; a daughter, Mrs. Robert F. Swift; a brother, John and seven grandchildren.

The family home is at 499 Eaton North, Birmingham, Michigan.

BULLETIN:

We have been asked to locate a Mr. Edwin Ford Simpson for his daughter.

Mr. Simpson was born 1888 in Cairo, Illinois. Social Security number, 375-05-1865. He is believed to be an architect and has worked on government projects. When last heard from in 1944 he worked in a supervisory capacity for a large Detroit, Michigan, architectural firm on a project at Towson, Maryland. The inquirer does not remember the name of the firm.

Do you have any record of this man? We shall very much appreciate any information that you may be able to give us to help us in our search.—THE SALVATION ARMY, 546 Avenue of the Americas, New York 11, N. Y.

BULLETIN:

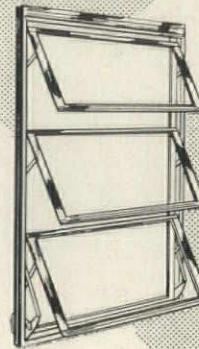
It has been about three years since I left the office of Giffels & Rossetti in Detroit. I am not idle by any means, but am employed by the state of New York as a senior architect, and I also have a small practice. We are very active here in our Eastern New York Chapter, AIA.

Last week we had an exhibition of some 60 pieces of work by local architects, including renderings, models, plans and allied arts. You may perceive from the enclosed clipping that we have promoted the ethics of our profession to our local community.

Trusting that this note finds you enjoying good health, and with sincere good wishes. — HERMAN GOLD, 58 Columbia St., Albany 7, N. Y.

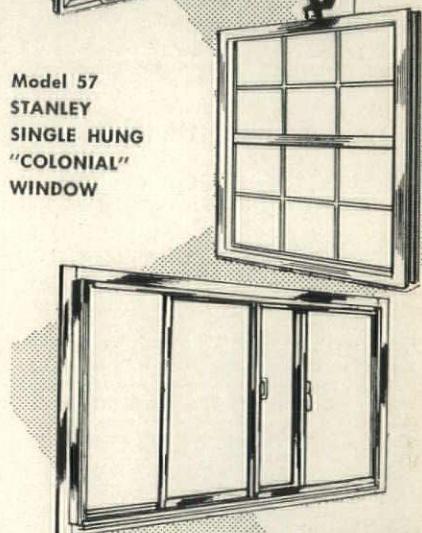
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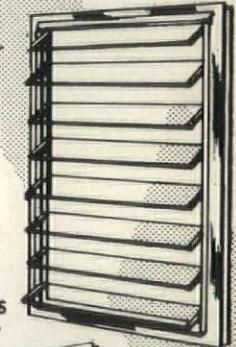


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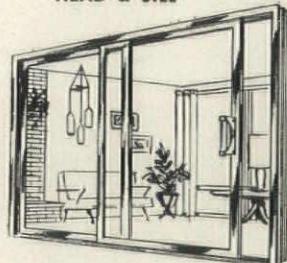
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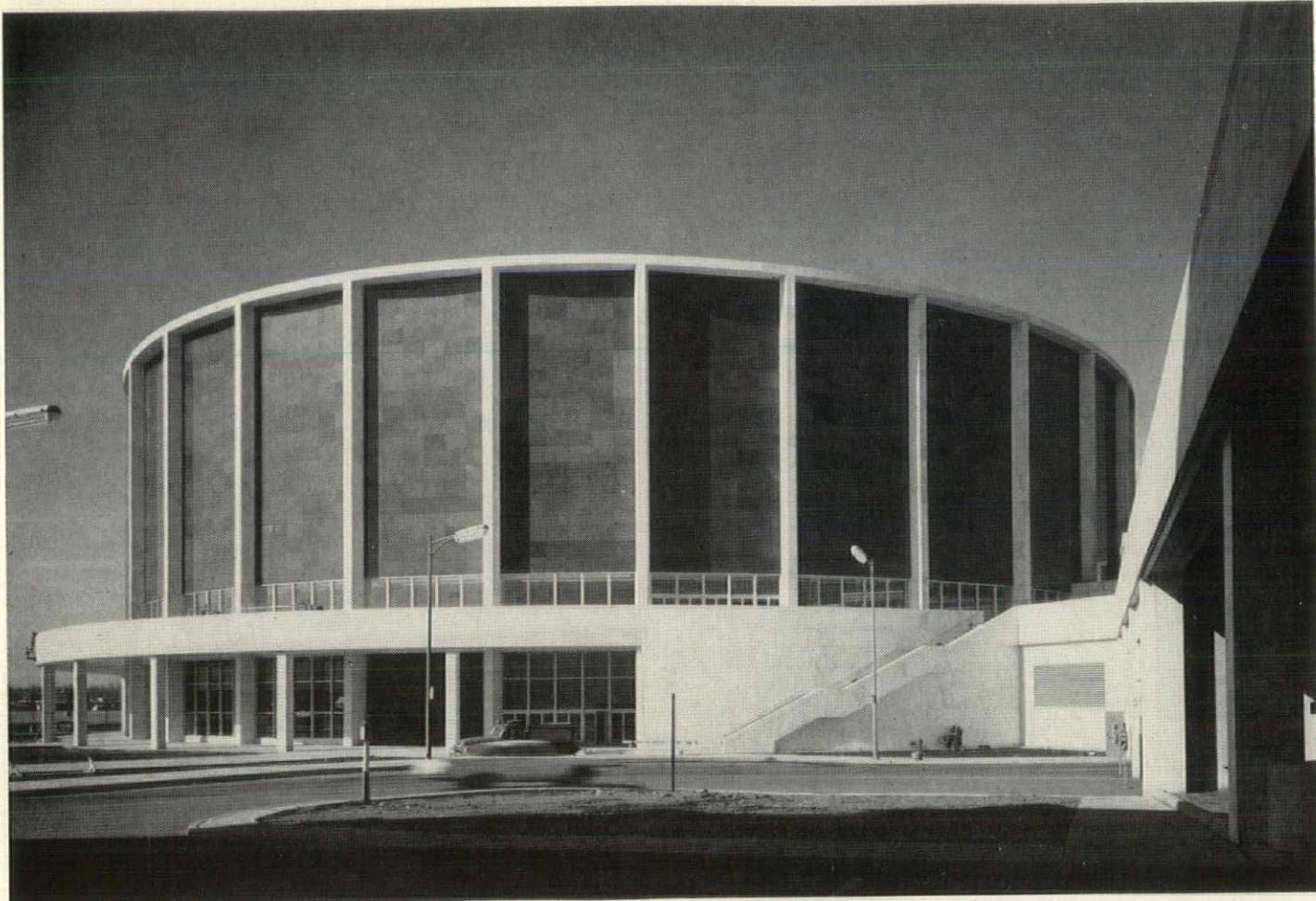


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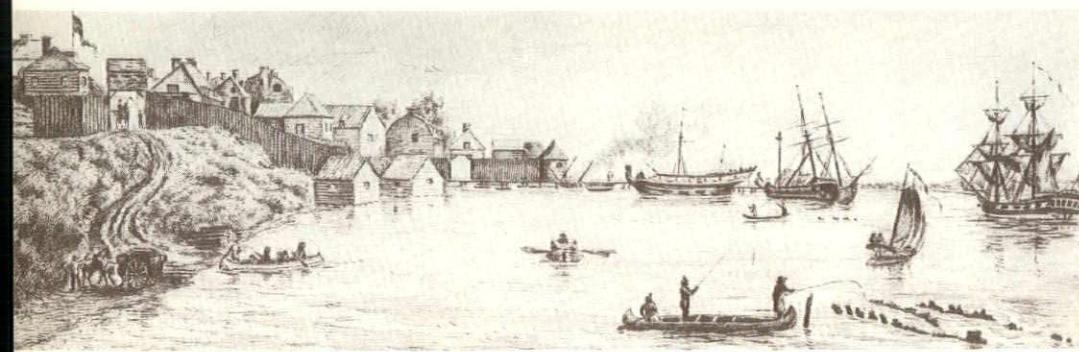
CONVENTION ARENA

DETROIT, MICHIGAN

GIFFELS & ROSSETTI, INC.
ARCHITECTS • ENGINEERS
DETROIT, MICHIGAN



NEW DETROIT RIVER FRONT CIVIC CENTER—VETERANS



DETROIT RIVER FRONT 1794—Historic water color by young British officer, with initials: "E. H.", of site now occupied by Convention Arena. Gift of Lady Waldorf Astor, American-born Nancy Langhorne of Albemarle County, Virginia, who found it in Plymouth, England, and presented it to City of Detroit, in 1923

COURTESY OF BURTON HISTORICAL COLLECTION

PEAKED ROOF BUILDING (center) built 1853-54 by Oliver Newberry, at foot of Wayne Street (old address), and later owned by Detroit & Cleveland Navigation Co., stood on site now occupied by Convention Arena—Research: Theodore G. Seemeyer, Jr.; Reference: Leroy DeForest Satterlee and Emil Lorch, FAIA



THE SITE occupied by Detroit's Civic Center and its new Convention Arena in particular, is historic. The Arena's east facade faces the exact spot where le Sieur Antoine de la Mothe Cadillac, founder of Detroit, first stepped ashore on July 24, 1701, in the name of Louis XIV of France.

NORTH FAÇADE WASHIN





MEMORIAL BUILDING, CONVENTION ARENA AND COBO EXHIBITION HALL

View of Detroit river front in 1961 by Mason Pawlak of Lens-Art Photographers, Detroit

EAST FAÇADE, LOWER ENTRANCE



DETROIT BOULEVARD APPROACH



Here came Major Robert Rogers and his Rangers to take over for the British after the French defeat at Quebec in 1759; and here, too, came the great Ottawa Chief Pontiac in 1763 to recapture what had been lost at Quebec, but who was masterfully outwitted by Major Henry Gladwin, Commandant at Detroit.



WEST FAÇADE DETAIL
EAST FAÇADE FROM VETERANS MEMORIAL



THE CONVENTION ARENA, Detroit's most striking civic building, is opening its doors to political conventions, music festivals, boxing matches, basketball, hockey, ice shows and other events. Designed by Giffels & Rossetti, Inc., as was Cobo Hall, the Arena is literally self-sustaining, though conceived as a supporting unit to the exhibit building.

The exterior of the circular Arena, 315 feet in diameter and approximately 100 feet in height, is treated with dark green granite above glass panels, accented by white marble pilasters.

"Refined" best describes the interior. The 9,560 permanent upholstered theater-type seats, grouped by tiers A, B & C, are placed in a terraced, horseshoe pattern. By tiers from the Arena floor, the colors seem to float from red, blue to gold in the richest of hues. The color arrangement, lighting design and color coordination enable groups to hold events using only tier A with the balcony sections dimmed to such a degree that the impression of a capacity audience is given. For events requiring a portable stage, the 21,600 sq. ft. Arena floor will hold an additional 3,000 temporary seats.

The ceiling in the Convention Arena is esthetically balanced and divided into three distinct, but complimentary, areas.



NIGHT VIEW, WEST FAÇADE DETAIL

NIGHT VIEW, JEFFERSON PLAZA ENTRANCE



The center area, composed of metal acoustical panels, is a direct reflection of the Arena floor, accentuating the sweeping curve of the west end of the project.

The peripheral ceiling area, of plaster finish, slopes gently down from the wall juncture, terminating in a line which reflects the edge of seating tier B, tending to shelter the top two seating tiers.

The transitional area between the center panel and the peripheral area is a coved acoustical plaster ceiling, bathed with diffused lighting, which emphasizes and creates a free, light-weight plane of the center panel.

Walkways and platforms above the ceiling permit servicing of the ventilation, lighting and public address systems. There is also a "fly loft" for raising and lowering scenery for theatrical productions.

The simulated "waterfall" created by sculptured forms and a controlled degree of illumination above the stage area is regarded by many as the focal point of the Arena. The forms of steel and plaster, 84 feet high and 224 feet wide, are not only decorative, but serve as a functional surface to properly distribute sound in the interior.

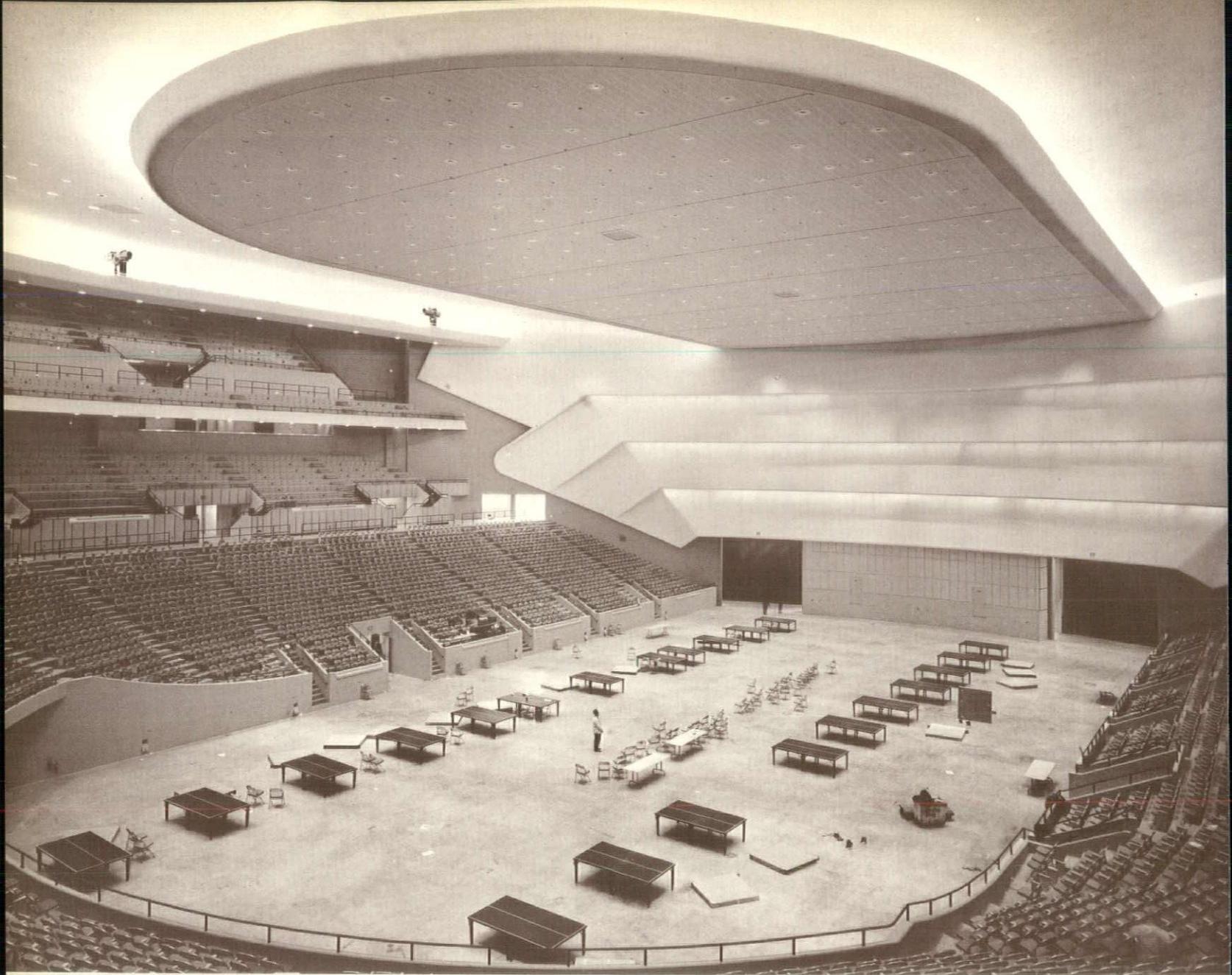
Traffic flow is planned for optimum convenience. Four sets of pedestrian ramps provide access from the main concourse at the plaza level to the Arena floor, the lower and balcony tiers, team and



I N T E R I O R O F A R E N A W I L L H O L D



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SIMULATED "WATERFALL" FOCAL POINT OF ARENA INTERIOR
CIRCULAR INTERIOR LOBBY



individual dressing rooms, radio and television studios and press room.

The Arena can also be closed off from Cobo Hall and operated as a separate facility by using its main entrance at the Jefferson Avenue plaza. When serving as an auxiliary meeting room for exhibitors, the connecting link can be opened into the main concourses of Cobo Hall at all three levels.

The project was initially supported by a Capital Gifts Committee solicitation of \$7 million. Balance of construction for both Cobo Hall and the Convention Arena was financed by general obligation bonds and parking authority revenue bonds.

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Architects Day Competition

FIRST PRIZE
WILL BE
\$1,000.00

THE TILE CONTRACTORS ASSOCIATION OF AMERICA, INC. will hold their National Convention in Detroit's Statler Hilton Hotel June 25th through 29th and have designated June 27th as ARCHITECTS DAY. In conjunction with their local chapter, the Detroit Ceramic Tile Contractors Association, they are sponsoring a competition for excellence in design using ceramic tile. A first prize of \$1000.00 and two second prizes of \$400.00 each will be awarded as part of an afternoon program on ARCHITECTS DAY which will feature a panel of outstanding people from the field of architecture and well informed representatives of the ceramic tile industry. It will be held from 2:00 p.m. to 4:00 p.m. and will be followed by an informal cocktail hour from 4:00 p.m. to 5:00 p.m.

Invitations to participate in the competition have been sent to all corporate members of the Michigan Society of Architects and entry forms will follow shortly.

Harold Binder of the Walter J. Rozycki Organization is the ARCHITECTS DAY Chairman for the Michigan Society of Architects and has a committee representative in each MSA Chapter.

John J. Bruny and John W. Lanzetta of the Detroit Ceramic Tile Contractors Association are handling the arrangements for the competition. For any information desired and not contained in the following list of rules, they can be contacted by calling KENwood 7-8880.

REMEMBER—

ENTRYS

MUST BE IN

BY MAY 19, 1961



Committee members John J. Bruny, Harold Binder, AIA, and John W. Lanzetta confer on arrangements for the forthcoming Architects Day Competition Awards to be given on June 27 during the National Convention of the Tile Contractors Association of America, being held at the Hotel Statler Hilton in Detroit from June 25 through June 29

RULES FOR ARCHITECTS DAY COMPETITION

1. Entries will be judged for excellence in design using ceramic tiles.
2. First prize will be a check for \$1000.00.
3. Two Second Prizes will be awarded of \$400.00 each.
4. All winners will also receive an attractive Recognition Plaque executed in tile.
5. Entrants must be corporate members of the Michigan Society of Architects.
6. Entry must be actual tile installation performed by a tile contractor at the job site. Shop-fabricated items are not eligible.
7. Installation must be in the State of Michigan.
8. At least one 8 x 10 color photo of installation must accompany entry. More photos may be submitted at the discretion of the entrant.
9. Entry must be accompanied by a plan or part plan showing relation of tile installation to building or space in which it was used, and a brief typewritten description.
10. Entry must state name of tile contractor who installed the work and the year of installation.
11. Entries will be judged by a panel of three architects, who will be appointed by the Michigan Society of Architects. The other member of the panel will be a tile contractor who will serve as technical advisor, but will not vote.
12. Entries to be submitted to the Detroit Ceramic Tile Contractors Association at 15500 Beech-Daly Road, Detroit 39, Michigan.
13. Closing Date: All entries must be received by mail, prepaid, or by personal delivery, by Friday, May 19, 1961.
14. Winners will be notified in time to prepare presentations which will be displayed at the Tile Contractors Association of America Convention.
15. Winners will be presented with their prizes and award plaques at the ARCHITECTS DAY program at the Statler-Hilton Hotel on June 27th, 1961.
16. Winning entries will become property of Tile Contractors Association of America. Tile Contractors Association of America reserves right to publicize any entries and agrees to give full credit to architect in any such publication. All other entries will be returned by insured mail.
17. Entries to be limited to ceramic tile products of domestic manufacture.
18. Each entrant will be eligible for only one award.



FIVE PRESIDENTS—Detroit Chapter President Paul B. Brown; Saginaw Valley Chapter President Daniel W. Toshach; Flint Area Chapter President Clifford E. Gibbs; Western Michigan Chapter President Gordon A. Belson; Mid-Michigan Chapter President Richard C. Frank



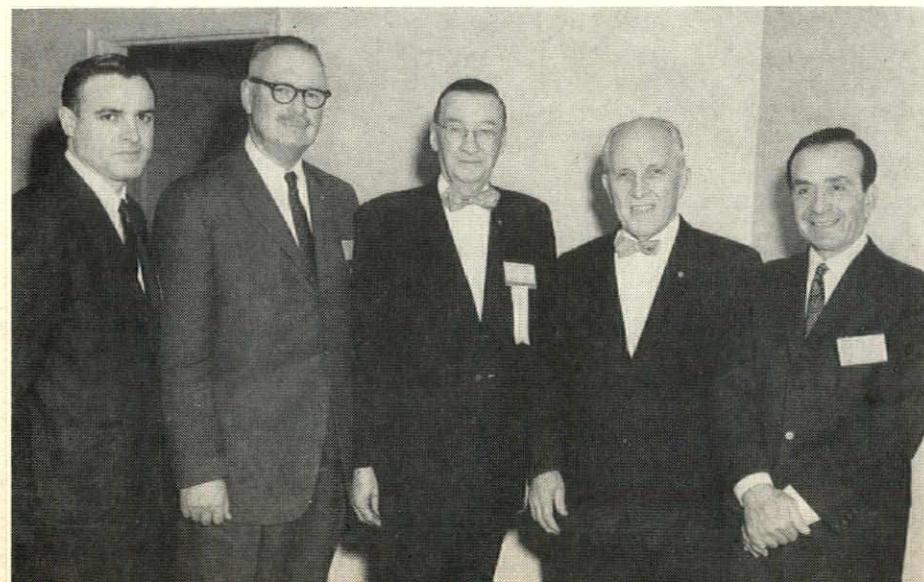
TOP PRESIDENTS—AIA President Philip Will Jr., FAIA, and Mrs. Will and MSA President Charles A. OBryon and Mrs. OBryon



BERMUDA BOUND—Prof. and Mrs. Herbert W. Joho of Ann Arbor, Michigan, receive Bermuda Award Certificate from President OBryon after winning in drawing



URBAN RENEWAL EXHIBIT—Architectural Exhibit Chairman Ernest J. Dellar points out one of the designs to interested viewers, Mr. & Mrs. William H. Odell



CONVENTION ENTHUSIASTS—General Chairman Arthur O. Moran, Jr., Dean Philip N. Youtz, FAIA, of University of Michigan College of Architecture and Design; Talmae C. Hughes, FAIA, MSA Executive Secretary; Clair W. Ditchy, FAIA, past president of AIA; Charles J. Marr, FAIA, of New Philadelphia, Ohio, Great Lakes Regional Director of AIA

MSA CONVENTION

THE 47th ANNUAL CONVENTION of the Michigan Society of Architects reached a new record of attendance, with 681 total registration.

At Detroit's Sheraton-Cadillac Hotel April 5, 6 and 7, there were two floors of exhibits that were educational and instructive. The seminars on Urban Renewal with top-flight speakers, both local and national, were undoubtedly the best in society history.

At the Business meeting, resolutions included the following:

Sponsorship of a series of seminars on Urban Renewal to be conducted under the supervision of the five state chapters of the AIA.

SOME OF CONVENTION COMMITTEE

—Standing: General Design Chairman John V. Sheoris, Publicity Chairman Philip A. Nicholas, Producers Exhibits Chairman Ralph N. Holzhauer, Entertainment Chairman James R. Livingston; Hurless E. Bankes, whose wife was Chairman of Ladies Activities; Registration Chairman A. Robert Bliven, General Chairman Arthur O. Moran, Jr., Vice Chairman Robert W. Yokom. Seated: Mrs. Bankes, Mrs. Sheoris, Mrs. Holzhauer; Mrs. Ernest J. Dellar, whose husband was Architectural Exhibits Chairman; Mrs. Yokom

ALL PHOTOS
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FIRST PRIZE EXHIBIT—Exhibit Chairman Ralph W. Holzhauer and M. R. McMillan, Executive Secretary of Bureau for Lathing & Plastering, stand in front of the exhibit.



SECOND PRIZE EXHIBIT—Roy G. Leitch, Jr., Vice President of Plywood Structural Div. of Grace Harbor Lumber Co., and Rudy Schneider, Engineer of Plywood Builders Supply Co., stand in front of their booth with Exhibit Chairman Ralph W. Holzhauer looking on

GRAND FINALE—View from balcony box of 47th Annual Building Industry Banquet in Grand Ballroom of Sheraton-Cadillac Hotel, Detroit



Concurrence with the AIA in urging the President of the U. S. to create a department of Urban Affairs, with a secretary of cabinet rank.

Recognition of the signal honor accorded Grand Rapids by the National Municipal League and Look Magazine in designating it an "All America city," and congratulations to G. R. architects and citizens who were responsible.

Expressions of appreciation and congratulations for our three new Fellows of the AIA, Messrs. Robert F. Hastings, Eberle M. Smith and Philip N. Youtz.

Approval of the architectural competition of the First Federal Savings of Detroit for the design of its new headquarters building of which competition Dean Philip N. Youtz, FAIA is Architectural adviser.

Thanked Michigan's Governor John B. Swainson for proclaiming the week of April 2 to 8 as Michigan Architectural Week.

Thanked all of those who helped to make the convention a success.

The Architectural Exhibits were quite wonderful, and there were many exhibits of Urban Renewal projects in various Michigan cities, as well as student exhibits.

Joseph W. Leinweber, AIA was awarded the Society's 1961 Gold Medal, in absentia. Joe and his wife Hazel are now on a trip around the world on the way home from Korea.

J. Gardner Martin received the Society's Honorary Membership for 1961.

Art Moran, Convention Chairman received the Society's award as the Unsung Hero, who was always available when there was a job to be done.

Prof. Herbert Jone, AIA and his wife will enjoy an all-expense-paid vacation in Bermuda, as a result of his winning the exhibit-attendance award.

Mrs. L. Robert Blakeslee won the Competition in connection with the Women's Architectural League exhibit, for a dedicatory statement for the Biddle House. The prize was a set of miniature furniture displayed in a model of the house.

Best exhibit was judged to be that of the Bureau of Lathing and Plastering. Second prize went to two firms who joined in one exhibit — The Plywood Builders Supply Co., and Plywood Structural Division of Grace Harbor Lumber Co.

The draftsmen's competition, sponsored by Detroit Sheet Metal Contractors Association Industry Fund, are shown in pictures elsewhere in this issue.

The Convention welcomed AIA President Philip Will, Jr., FAIA, the speaker at the Awards Dinner; our own Regional Director, Linn Smith; Raymond S. Kastendieck, FAIA, Institute Treasurer, and AIA Immediate Past President, John N. Richards, FAIA.

The five presidents of Michigan Chapters gave excellent reports at the Friday luncheon.

A highlight of the Convention was

the Producers' Cocktail party in the hotel's Casino Room Thursday evening — a very delightful affair indeed.

Ray Deppmann was brilliant as toastmaster at the banquet.

Dr. G. Herbert True gave an interesting talk and the music and entertainment were excellent.

All together, this was quite a Convention!

JOSEPH W. LEINWEBER, AIA was awarded the 1961 Gold Medal of the Michigan Society of Architects at its 47th Annual Convention in Detroit's Sheraton-Cadillac Hotel April 6.

His citation read:

"To Joseph William Leinweber, in recognition of his distinguished service to The American Institute of Architects, its Detroit Chapter and the Michigan Society of Architects all of which he has served with distinction as a tried and true architectural statesman, we now pay tribute.

We have respected him for his integrity and regarded him with genuine affection. For these many years, he has been untiring in his devotion and efforts to help the students, draftsmen and his fellow architects to improve their service.

There is, in such simple virtues a measure of greatness.

For these and other admirable qualities, the Michigan Society of Architects is proud and honored to award its 1961 Gold Medal."

Leinweber was born in Wheeling, West Virginia on April 15, 1895. He received his early education in Cleveland, Ohio; his professional education at Carnegie Institute of Technology in Pittsburgh.

His early experience was gained with Thomas W. Lamb, of New York City and with Walter R. MacCormack, of Cleveland, Ohio. For more than a quarter of a century, he was with the Detroit Firm of Smith, Hinchman & Grylls, Architects and Engineers and he was vice president of the firm at the time of his resignation in 1949, when he entered his own practice. His firms of Leinweber, Yamasaki and Hellmuth, and Leinweber, Yamasaki and Associates won many awards, both national and local.

He has served both the Detroit Chapter, American Institute of Architects, and the Michigan Society of Architects as director, secretary and vice president. He is registered to practice architecture in Michigan, Missouri and Illinois.

For the past two years, he has been resident architect for Smith, Hinchman & Grylls Associates, Inc., Korea Joint Venture.

Photo Illustrators, Inc.



Gardner Martin receiving Award from President O'Bryan

J. GARDNER MARTIN, Michigan District Engineer for the Portland Cement Association was awarded Honorary Membership in the Michigan Society of Architects at its 47th Annual Convention in Detroit's Sheraton-Cadillac Hotel April 6.

His citation read:

"Now and Then we pause to reflect on the progress of the MICHIGAN SOCIETY OF ARCHITECTS and to recognize those who have contributed so much to its success. It is now our privilege to do honor to one of our best friends, who has been ever faithful in improving the human relationships within our profession and throughout the building industry.

J. Gardner Martin, in particular, has been a down-to-earth advocate of the intrinsic values that lie in architecture, and he has worked steadily, and always constructively, to advance its stature. In according him this HONORARY MEMBERSHIP the Society indeed does honor to itself."

A native of Houghton, Michigan, Gardner Martin moved to Detroit, where he received his civil engineering degrees from the University of Detroit in 1927 and 1933. He also pursued graduate studies in engineering at that University and at Michigan State University.

From 1927 to 1933 he was employed as a structural engineer in the Detroit Department of Water Supply, and from 1933 to 1936 he was engaged by the Michigan State Highway Department in designing and planning highway structures.

Mr. Martin is a Fellow of the American Society of Civil Engineers, and a charter member of the Michigan Society of Professional Engineers, The Engineering Society of Detroit and the Michigan Association of the Professions. He is a member and former chairman of the Michigan State Highway Industry Advisory Committee, a member of the American Concrete Institute, Board of Directors of the Michigan Good Roads Federation, Highway Committee of the Michigan State Chamber of Commerce, Michigan Engineering Society. He is an associate member of the Highway Research Board, and is listed in "Who's Who in Engineering."

Photo Illustrators, Inc.



BIDDLE HOUSE PRIZE AT CONVENTION—Mrs. Clarence Roy of Ann Arbor, Michigan, points out one of small-scale reproductions of early American furniture she designed and built with the setting for first prize in the Biddle House Dedicatory Legend contest which was won by Mrs. L. Robert Blakeslee of Detroit



Left to right: John A. Allen, competition chairman; Ferdinand Bolle, Jr., president SMCAD; Carl Boscarino, Frank J. Martilotti, Charles W. Andre, Rex D. Reittenbach, A. Martin Reda, Charles Srock, Earl A. Vaive, Neil E. Persinger, Joseph R. Manning, and Kenneth L. Kimmel, president SMCAD Industry Fund

THE HIGHLY SUCCESSFUL 1961 Michigan Society of Architects Draftsmen's Competition came to a fitting climax when chairman John A. Allen and Kenneth L. Kimmel, president of the Sheet Metal Contractors' Association of Detroit Industry Fund, sponsors of this annual event, presented cash prizes and honor awards to the winners. A total of \$1000 and nine handsome bronze plaques went to winners at the 1961 Convention Awards Dinner, April 6, held in the Grand Ballroom of the Sheraton-Cadillac Hotel, Detroit.

In making awards Mr. Allen thanked the Sheet Metal Contractors Association of Detroit Industry Fund for their cooperation in sponsoring the competition. Mr. Allen said, "Not only has this Competition offered suitable recognition for quality workmanship; but in so doing it has helped the entire building industry in marking the importance of passing accurate and legible information from the architect and engineer to the field. I would also like to thank the co-chairmen, judges and many others who assisted in making this Competition available to every architectural office in the state."

Mr. Kimmel commented about the many advantages accruing to members of the SMCAD in good public relations with architects and owners due to better more efficient installations because of excellence in drafting encouraged by these competitions. Mr. Kimmel expressed appreciation for the splendid cooperation of all who handled the activities of the Competition as well as those who competed. Mr. Kimmel re-

marked, "We are looking forward to another interesting and rewarding MSA Draftsmen's Competition culminating at the forthcoming 48th Annual MSA Convention next year."

Award winners were: GRAND PRIZE: A. Martin Reda of Eero Saarinen & Assocs.; FIRST PRIZE: Architectural—Rex D. Reittenbach of Fredrick E. Wiggen, Architect & Assocs., Inc.; Structural—Charles Srock of Giffels & Rossetti, Inc.; Mechanical—Neil E. Persinger of Linn Smith Assocs., Inc.; Electrical—Frank J. Martilotti of D. J. Zabner & Co. executed for T. Rogvoy, Architect; SECOND PRIZES: Architectural—Charles W. Andres of Harley, Ellington, Cowin & Stirton, Inc.; Structural—Earl A. Vaive of A. N. Languis, Architect; Mechanical—Joseph R. Manning and Electrical—Carl Boscarino both of Albert Kahn Associated Architects & Engineers, Inc.



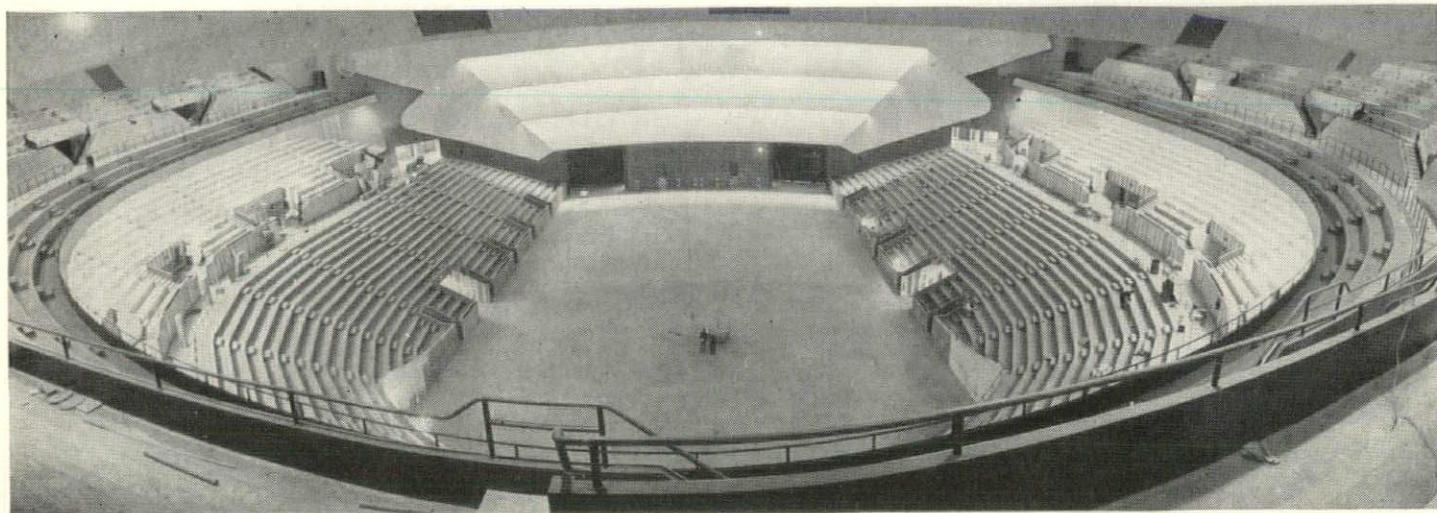
Left to right: John A. Allen, A. Martin Reda and Kenneth L. Kimmel

Left to right: Competition judges and other officials: Frank E. North, Robert Blakeslee, Earl W. Pellerin, George L. W. Schulz, Leo Perry, Gerald H. LaPiner, competition promotion and publicity; Edward R. Harrigan, William J. Rettenmier, executive secretary SMCAD Industry Fund; Arthur C. Moran, Jr., general chairman of convention; Kenneth L. Kimmel, John A. Allen, M. Eugene Hannum, and Arthur Moy



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Tony Spina—Photo

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The Antithesis on the Correctional Frontier

Presented At

Conference On Correctional Architecture

Washington, D. C., March 6, 1961

By Herbert G. Daverman, A.I.A.

J. & G. Daverman Co., Architects-Engineers-Planners
Grand Rapids, Michigan and Miami Beach, Florida

IN A DISCUSSION with Mr. Cowgill, following the receipt of our invitation to participate in this seminar, we agreed that the very nature of the subject matter to be discussed at this conference might lend itself beautifully to considerable overlapping. As a matter of fact, in preparing this paper I found it difficult to confine my discussion to **treatment** and **security**, per se. It was impossible to avoid wading into the muddy waters of current correctional philosophies and hypotheses. To properly define my approach, may I just state that rather than engage in a discussion of an architect's views of treatment and security respecting the new concepts of design, function, site planning, structural methods, and aesthetics, I have elected to offer a proposition (or an opinion, if you will) which is genuinely intended to enhance the evolution of contemporary correctional architecture by promoting greater understanding between the designer and the philosopher . . . between the architect and the correctional administrator. My comments concerning treatment and security within the context of the new philosophy are aimed squarely and conscientiously at bridging the gulf between correctional architecture and contemporary correctional philosophy.

James V. Bennett (whom you have all met, I'm sure) drew attention to the actuality of this problem in an article published in the September, 1959, issue of the **ARCHITECTURAL RECORD**, when he said:

"Fundamental and far-reaching changes have occurred in methods of treating and handling prisoners, without a corresponding evolution in the architecture of penal institutions.

Prison architecture regrettably has not kept pace with these developments, let alone taken the lead. Instead of building institutions which reflect the correctional philosophy of today, we have generally been content to follow traditions which had earned disrepute a hundred years ago."

These statements, I realize, could well be interpreted by certain of us here as a flagrant and acrimonious attack on our professional capabilities. However, this is not intended as a call to arms, nor have I chosen to refute Mr. Bennett at this point. I quote him merely to illustrate my contention that in the correctional field there is an existing gap between the architecture and the philosophy.

The thesis which I propose to advance today is that the relationship between correctional architecture and contemporary penal philosophy is somewhat antithetical in that this philosophy which seeks to embrace both security and treatment is fraught with concepts which are seemingly paradoxical and a source of confusion for the architect who is challenged to translate this philosophy into a functional environment. I submit that solutions to the problem of future penal architecture lie first in the development of a more succinct definition of this philosophy;—secondly, in creating better understanding between architect and penologist;—and, thirdly, in correcting public attitudes and opinions.

What is this antithesis? What constitutes the paradox which presumably deters the architect in meeting the exciting challenge of this currently evolving correctional philosophy?

I would preface my description of this



MR. DAVERMAN

problem by reminding you of the two factors which, in effect, represent the *sine qua non* of architecture, namely **FUNCTION AND FORM**. In regard to the matter of **FORM**, aesthetics and use of materials, we must immediately assume that the skilled architect is able to play a leading role, by virtue of his training and experience. It is, however, in relation to the first mentioned factor—**FUNCTION**—that the confusion becomes apparent.

FUNCTION is the vital part of architecture which deals with the arrangement of spaces so that they **ENCOURAGE**, rather than simply **PERMIT**, the activities which are to take place in a building. Applying this definition of function to the current correctional philosophy which embraces both detention and rehabilitation, immediately suggests an antithesis.

Architecture has also been defined as "the enclosing of space for human occupancy." In applying this interpretation to the matter under discussion here today, I'm sure that none of us are ready to suggest that "correctional architecture is the enclosing of space solely for the detention of felons," nor, on the other hand,

PROMINENT FIGURES AT MSA CONVENTION—Western Michigan Chapter President and Mrs. Gordon A. Belson; AIA President and Mrs. Philip Will Jr.; MSA President and Mrs. Charles Austin OBryon; Mackinac Conference Chairman and Mrs. Bernard J. DeVries



can we honestly propose that "correctional architecture is merely the enclosing of space to treat and rehabilitate felons." Correctional architecture is theoretically (and antithetically) the "enclosing of space for both the detention and rehabilitation of inmates!"

Herein lies the paradox. It is in fact implied in the very title assigned to this seminar — TREATMENT AND SECURITY. This title not only suggests the cardinal principles ascribed to this philosophy, but it also suggests the dual role or conflicting functions which a correctional building is to facilitate—namely, to remind of detention and effectuate rehabilitation. Furthermore, this dual and seemingly paradoxical function is also implied in the statement of objectives of the American Correctional Association, as amended at the 1957 Congress:

QUOTE: ". . . To improve the development of physical facilities adequate in size and design to assure the safety and well-being of the inmates, and to make possible adequate rehabilitative treatment."

Is it not paradoxical to assume, for example, that a medium security institution can still effectively encourage rehabilitation when the individual must, for reminder purposes, be exposed to such physical security devices as double fencing, guard towers (however modern), locked steel doors, etc.? Do not these security devices FORCE a building and the people who inhabit it, into a certain penal look or style? Is not the architect's freedom to solve a design problem (in this case designing space to encourage rehabilitation) immediately restricted by injecting the concept of security and detention into the function?

Perhaps this is the reason why the design of correctional institutions happens to be such a highly specialized building type within the architectural field, and only a few firms have done any research in this field. Perhaps this is why it is indeed rare to spot an article on correctional architecture amid the monthly torrent of architectural magazines which cross our desks. These books constantly address themselves to schools, churches, hospitals, shopping centers, and other similar building types which are designed to facilitate ONE single, clearly defined function. We need more such definitive articles on correctional and architectural philosophy and recent solutions, if the architects in this field are expected to bring an informed objectivity to the conference table. However, it is my contention that these articles will not be written in sufficient quantity or quality until the paradoxes are removed and clear, concise guide-lines are established from within the framework of this current philosophy.

The conflict, or antithesis, which I have attempted to describe, is symbolic of others which today handcuff those progressive penologists who are seeking to forge and refine this philosophy. Bennett has said:

"Prisons are a series of paradoxes. On the one hand we are expected to punish; on the other to reform. We are expected to discipline rigorously, and at the same time to teach self-reliance. To some people prisons are nothing but country clubs. To others prisons are charged with rancor and

bitterness and an all-pervading sense of defeat."

But I am not here today to merely "curse the darkness." I am not so naive as to assume that correctional philosophy which is currently in a stage of radical evolution can be expected to be free of problems and confusion, nor do I wish to leave the impression that the burden for clarification and solidification of interpretation rests solely with the penologist. What I am suggesting is that the architect and the corrections people must join hands (as is evidenced here today) in cooperatively engaging in a functional investigation which demands a deep probing into the how and why of "correct" correctional activity. We must begin by analyzing the mistakes of the past and present, which, as Dr. Norman Johnson pointed out in the November issue of the AMERICAN JOURNAL OF CORRECTION, seem to fall under four main rubrics: (1) inconvenient or awkward layouts; (2) poor locations; (3) expensive and useless features; and, (4) unwieldy size. We must collectively seek answers to such questions as: "To what degree does physical security enhance or deter the treatment or rehabilitation process?" and, "Is this reminder of detention or restraint a form of punishment or is it basic to the treatment and reform program?"

If we are to design an environment in which this progressive correctional function will be encouraged, we must seek a clearer definition of the function based on a unified interpretation of the philosophy. We must work together toward greater unanimity and solidarity. After examining the declaration of principles of the ACA as adopted at last summer's congress, I feel there is evidence that we are moving toward greater unanimity on this score. I make this statement in spite of what the Rev. G. Brinkman, your esteemed past president, humorously alluded to in his address, when he said:

"Gathered here in Denver are experts in the correctional field who disagree in practically every phase of the correctional process."

In conclusion, may I again plead with you that steps be taken to achieve a closer relationship between your profession and ours. I would suggest a regular exchange of information and ideas in our respective professional journals. We must share our research, opinions, and philosophies at our respective conventions, seminars, and conferences such as this. We need a program which will foster better communication and greater understanding so that together we can create a correctional architecture which will not merely reflect the true nature and philosophy of our age, but architecture which will also play an active role in determining future progress.

May I remind you that this whole problem of the antithesis will continue on and on until we, together, launch a public information program which will succeed in changing public attitudes and influencing public opinion to accept this new concept of penology.

It's going to cost money to implement the philosophy suggested in the New Declaration of Principles adopted by the ACA last summer—QUOTE: "The current skepticism about inordinately large institutions suggests the desirability of institutions of moderate size, which may be more

costly to build and operate but which lend themselves better to the fulfillment of the objectives of a good correctional institutional program."

Without the moral and financial support of the public, the plans for these institutions of the future will never get off the drawing boards, regardless of how well you and I are agreed on a solution; for, in dealing with the public we are also faced with this very real problem: Our modern schools are being built at a cost of approximately \$2,000 per pupil; today a church can be built for between \$500 and \$1,000 per member, and a hospital with all its expensive features can be built for approximately \$10,000 per bed. Prisons vary appreciably, but they can run from \$10,000 to as high as \$20,000 per inmate. Having knowledge of, or easy access to these building costs, a legislator can easily sway public opinion and kill an appropriation by pointing out that "we are spending more money on prisoners than on our students."

The design and construction of tomorrow's institutions will depend in great measure upon the success of our public relations efforts today! People would rather spend money on universities than on prisons. In order to change this public sentiment we must educate the public to understand that the expenditures for these new institutions are in the public's best interests. We must make the public understand that "since we allow 97% of our prisoners to return to the streets, it is false economy to let men out who are prepared for no life save one of crime," as the McGraw's point out in their book "Assignment: Prison Riots." We must impress upon the public that it costs less to treat a man than to pay insurance on his later crimes—to pay police to catch him again, courts to try him again, and prisons to board him again. We must show them that "only a good treatment program in a modern institution will do anything to bring down the constantly rising rate of recidivism." And that it is by this rate that any prison system must finally be judged.

I submit that with all the resources and experience which the skilled architect has at his disposal, he is in a position to provide invaluable assistance in the preparation of design solutions, as well as brochures, renderings, models and other aides, which can be incorporated into a three-point public relations program which will:

- (1) Evaluate public attitudes toward felons and institutions in terms of this contemporary correctional philosophy;
- (2) Identify current philosophy and policies with the public interest; and,
- (3) Finally execute a planned program of action to earn public understanding and acceptance and, hence, moral and financial support.

This can be done. It must be done at all levels, national, state and community if these correctional institutions of the future are to reflect the high and lofty purpose implied in this new philosophy. otherwise their purpose will continue to be identified, as Negley Teeters has stated, "simply as a punitive locking up of men in cages."

ARCHITECTONICS

Official Publication of the Western Michigan Chapter of The American Institute of Architects

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ROBERT C. SMITH, Vice President, 1704 White Road, Kalamazoo

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BRICE McMILLAN, Director, 345 State Street, Grand Rapids

CLAUDE D. SAMPSON, Director, 115 Fourth Street, Jackson



By
JAY H.
VOLKERS, AIA
Chapter Correspondent

THE APRIL MEETING of the Western Michigan Chapter of the American Institute of Architects was held in Grand Rapids at the Schnitzelbank Restaurant on April 13. Mr. Carl Zillmer, of Grand Rapids was the Program Chairman of the Day and did an outstanding job in putting together a program that was marked by unusual variety and interest.

Featured on the evening's program was a 40-minute film produced by the ARCHITECTURAL FORUM and was entitled "The New Age of Architecture." This documentary film graphically portrayed the advances which have been made in such areas as aesthetics, materials, methodology, technology and the other frontiers which have helped to shape this new age

of architecture. It was the general consensus of opinion that this film very stimulating, informative and extremely well done.

Mr. C. A. OBryon, M.S.A. President, was also introduced at this meeting. He gave the group a brief preview of the forthcoming M.S.A. Convention in Detroit and urged everyone to attend. He also called the group's attention to the National AIA Convention to be held in Philadelphia, April 24-27. OBryon then proceeded to comment on some of the recent changes which have been instituted within the M.S.A. organizational structure. He indicated that in order to support our new Michigan Region (we had been recently designated as a Region) an increase in dues might be necessary to finance our expanded office staff. He also discussed the recent publicity surrounding a recent law suit between an engineering firm and a client, in which case the State Registration Act for Architects, Engineers and Land Surveyors was considered to be unconstitutional. OBryon stated that

M.S.A. has hired a Lansing law firm to represent our organization. The attorneys are presently studying the case, however, it may be some time before we will learn of the outcome.

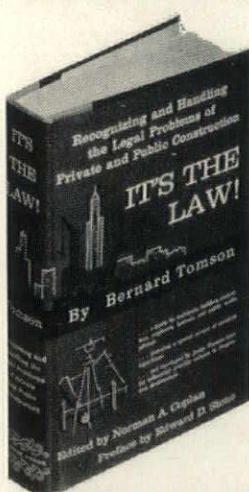
The Program Chairman also introduced several guests from Grand Rapids who occupy prominent positions in local civic enterprise and urban development.

Zillmer also cited some of the accomplishments and programs of the Grand Rapids Architectural League, i.e. City Planning, Downtown Unification, Sound Control in Design, State Requirements in Public School Buildings, and Career Guidance Counseling in the local high schools.

Three new corporate members were introduced at this meeting:

Mr. A. Quittelier, Grand Rapids
Mr. J. Nachtegall, Grand Rapids
Mr. J. C. Tanner, Kalamazoo

The May meeting of the Western Michigan Chapter will be held on May 15 in Grand Rapids. The subject of this meeting will be **Architecture on the Conventional Frontier**.



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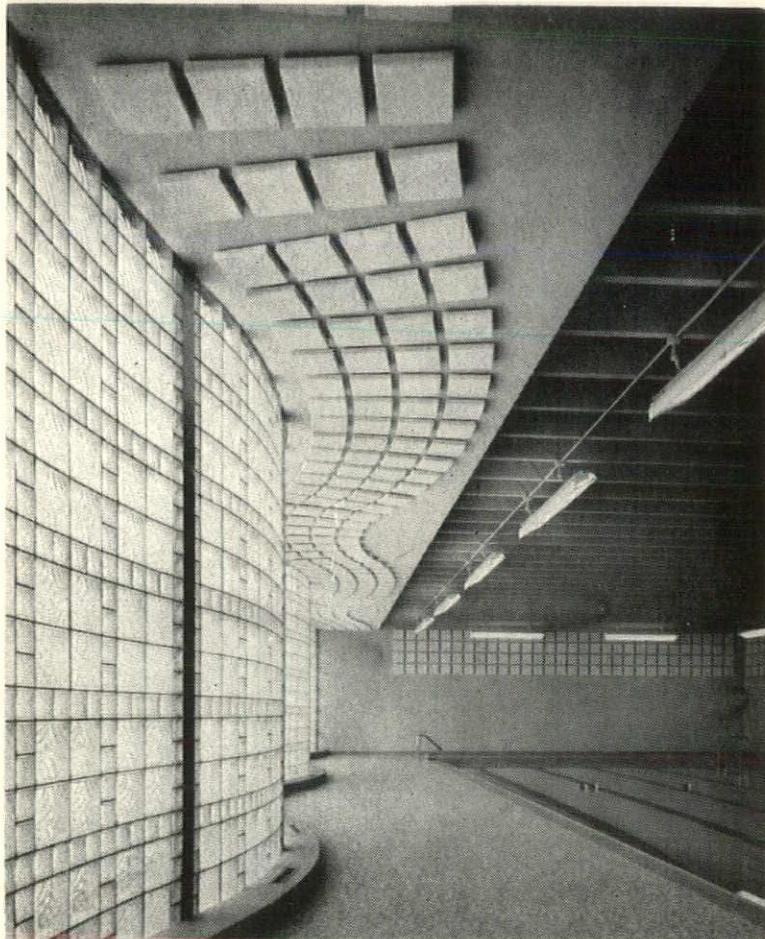
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3526 W. Saginaw St., Lansing 17



By

EDWARD K.
FITZGERALD, AIA
Chapter Correspondent

inclusion of newly-registered architects. Two associates have gained corporate status, four new associates have joined the group, one member has gained emeritus status and there has been one death among the membership.

Programming includes two meetings a month: one evening dinner with a planned program and one luncheon at which only business and architectural problems are discussed. The latter has been particularly successful, never having less than 40 members in attendance in the last six months. The chapter feels that there are so many purely architectural matters which need the active discussion and ideas of all the membership that this business meeting is a necessary part of the program. Evening programs are planned for the remainder of the year on matters of architectural interest to all members; some meetings are joint with contractors, realtors and other community groups.

The chapter has been invited by the Lansing public school system to aid in the establishment of architectural drafting courses which would be geared to the present-day accepted standards used by all offices in our area. A refresher course for architectural draftsmen covering all areas of the architectural registration exams and the NCARB has also been set up and has been met with an active and interested response. In addition, the chapter is working with M.S.U., the Lansing public schools and other area public schools to inform students who are interested in architecture and allied fields about the profession.

In relations with the building industry,

the chapter has been discussing the advisability of membership in the Builders and Traders organization and has been working with the Lansing Builders and Traders Exchange, discussing the possibilities of equitable and uniform requirements to retained percentage. The chapter has two members on the joint committee of AIA-AGC and is working with the building industry in a continuing effort to raise the standards of construction.

The public relations committee is at the root of all chapter activities to help establish proper public relations through news, radio and television so that the general public becomes more aware of the image of the architect and so that the words "architect" and "architectural service" are synonymous with the right way to do any building project. The chapter has developed seminars with church, school and business people so that architects can serve them better and so that a better understanding of architectural ideas is promoted. The committee hopes to set up a speakers bureau to make architects available for speaking at any function in the community.

The committee on civic and governmental affairs has been actively working toward a goal of lending professional services to some part or the total of the city's future planning. This could be dovetailed with the new MSA committee on urban planning with seminars to which city and legislative leaders could be invited.

Mid-Michigan is one of the newest chapters in Michigan, receiving its charter on January 27, 1961.

IN A CHAPTER REPORT to the M.S.A. convention delegates April 7, 1961, Mid-Michigan chapter cited its aims, achievements and projected goals.

Among others the committee on by-laws was named by President Richard C. Frank as one of the most active, formulated the by-laws which were necessary to gain Institute status when the group was first organized. The committee has recently studied the by-laws again to make them a better guide to the particular problems of the Mid-Michigan chapter. Their work just completed, the by-laws committee will present their findings to the chapter for discussion and approval. The committee also brought about the incorporation of the Mid-Michigan chapter in March.

Mid-Michigan chapter was chartered with 44 corporate and 15 associate members which comprises every registered architect in the area. For this reason it is not expected that the membership will grow substantially except by the gradual

WELL-KNOWN MID-MICHIGAN MEMBERS ATTEND MSA CONVENTION—Mid-Michigan Chapter President Richard C. Frank; Mr. & Mrs. Adrian Nelson Langius, MSA 3rd Vice President Clarke E. Harris, Mr. & Mrs. Elmer John Manson and Edward K. Fitzgerald



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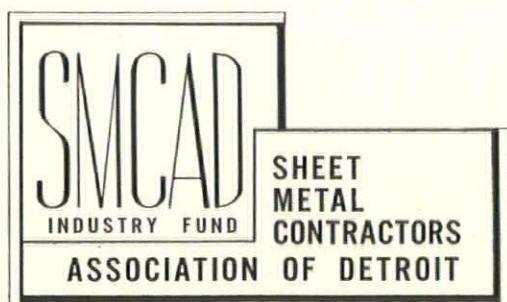
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BY

LESLIE D.
TINCKNELL, AIA

Chapter Correspondent

ral then at the Producers Council Hospitality hour, and then the birdie for the cameraman was Martini colored with an olive in its mouth. Cal Smith is still spitting feathers.—It was nice to see a good group turn out.

The Saginaw Valley Chapter congratulates Rex D. Reittenbach of Frederick E. Wigen, Architect & Associates, Inc. on winning first prize in the Architectural Division of the MSA-SMCAD drafting competition. Rex was the only out-State person to win an award and he and Mrs. Reittenbach were guests at the Awards Dinner. Good work, Rex.

It was nice to see that the City Planning Commission of Saginaw had a fine display on their Urban Renewal Projects. On Thursday afternoon, H. G. Sheltraw, Urban Renewal Director of Saginaw, was the Moderator of an excellent Panel Discussion on the problems of Urban Renewal. Jerry did a great job on both the Panel Discussion and the exhibit.

Delegates for the National Convention at Philadelphia were Daniel W. Toshach, Harvey C. Allison, and Robert B. Frantz,

F.A.I.A. We will have a report on the Convention at our May meeting.

The March meeting was held at Rodicher's Hotel in Freeland. Now who ever heard of a German Hotel that served Chinese food, egg roll and all. This was a general business meeting where several subjects were brought before the Chapter for discussion.

A presentation of the MSA reorganization, the eight point, was presented by President Toshach and MSA Director Allison. At this time a motion was presented and supported by an unanimous vote.

Motion: The Saginaw Valley Chapter be on record in favor of the MSA Presidents revised eight point program and the increase of dues that are necessary to implement the program.

The other discussions brought before the meeting were the status of the Registration Act and the activities of the Public Relations Committee, the latter was a report by Chairman Bob Bell.

We wish to apologize for the non-appearance of the slated speaker and the subject, "The New Sensualism", but maybe at a later date.

NOW THAT YOU HAVE paid your income tax and are forced to stay at home, and if the television is dull — the sport page is read, Hello.

The smiling people pictured here on this page were part of the Saginaw Valley contingent who attended the MSA Convention. It was possible only to cor-

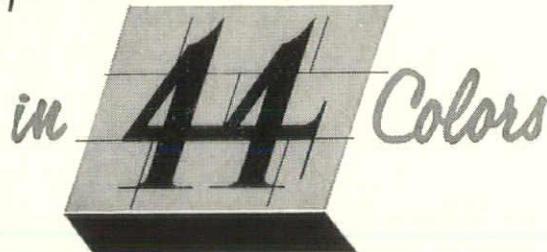
PROMINENT SAGINAW VALLEY MEMBERS ATTEND MSA CONVENTION—James A. Spence, Leslie D. Tincknell, Mrs. Franklin Smith, Calvin Smith, Mrs. Spence, Frederick E. Wigen, Mrs. Calvin Smith, Saginaw Valley Chapter President Daniel W. Toshach; Mrs. Rex Reittenbach, Franklin Smith, Rex Reittenbach

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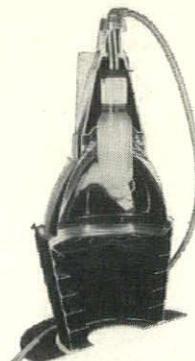
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JAMES E. TOMBLINSON, Director, 5227 S. Dort Highway, Flint 7



By
ROBERT S.
GAZALL, AIA
Chapter Correspondent

Delegation that this was an outstanding Convention in every respect; the Business Meetings, the Seminars, the Dinners and Social Events were extremely well planned, coordinated and adapted to the major Convention Theme of Urban Renewal, as well as the Exhibits and Producers Table Top Displays. The Convention Committee is commended for its outstanding contribution to the Society. The Executive Committee of the Chapter fully endorses the Urban Renewal Seminar Program that the MSA in conjunction with the Detroit Planning Commission and Charles Blessing plans to present and promote throughout the major Cities of Michigan.

On Monday, April 17th the Chapter held its Monthly Membership Meeting at the Town House in Flint. A Film Strip was presented on "THE FRANKLIN DELANO ROOSEVELT COMPETITION" reviewing the more than 500 entrants as well as the winning Designs. The Team of Gerald Harburn, Dale Suomela, Deane Truesdell and this Reporter, who made a submission to the FDR Competition, presented the Program. It was very noticeable, that a tremendous variation in the Types of Designs were submitted; from very classical solutions to extreme surrealism. Upon analysing the Film Strip, it was felt that it seemed justifi-

able, more than ever, that the Jury was very wise in their Final Selections.

The Rules of the Competition were reviewed and the problems of the Site and Environment were discussed. The characteristics in relation to the other Memorials in the Tidal Basin Area as well as Traffic Circulation, and the Structure of the Site itself, imposed a tremendous challenge.

Due to the unlimited significance of the design, the character of the Memorial was left to the discretion of the designer to promote the character and work of Roosevelt in order to provide a Theme to do him honor and to transmit this honor to future generations.

This Film Strip was purchased by the Chapter from the Library of Congress and the Chapter Executive Committee will contribute the Film to an Architectural Library when the Chapter has completed its current rounds of presentations.

The Chapter's May Meeting was set for Monday, May 8, 1961, and will be held in conjunction with the Board of Directors of the Michigan Society of Architects. Arrangements have been made at "THE FARM", Lounge and Restaurant, located at 3613 Clio Road, Flint. Thomas J. Sedgewick was appointed Program Chairman.

THE FOLLOWING ITEMS are some of the Highlights of the past Month for the Flint Area Chapter, AIA:

The Flint Delegation to the MSA April Convention included Clifford Gibbs, Thomas Sedgewick, Robert Gazall, Gerald Harburn, James Tomblinson and Auldin Nelson as well as their lovely and gracious wives. It was felt by our

FLINT CELEBRITIES AT MSA CONVENTION—Mr. & Mrs. James E. Tomblinson, Mr. & Mrs. Auldin H. Nelson, Flint Area Chapter President and Mrs. Clifford E. Gibbs, Miss DAGL (Bernadette Bock) and Robert J. Sedgewick



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Next Meeting

THE CHAPTER'S MAY 1 meeting could not be reported in the Bulletin because of previous commitments making it impossible to mail out the Bulletin in advance of this meeting. Scheduled speaker was Mr. Thomas Howarth, Director of the School of Architecture at the University of Toronto, Toronto, Canada. His subject: "Architecture and Urban Renewal in Toronto." This was the Chapter's annual joint meeting with its three student chapters—at the U. of M., U. of D. and L. I. T., at which awards were made to the students.

DETROIT CHAPTER, AMERICAN INSTITUTE OF ARCHITECTS held a special luncheon meeting at the Harmonie Club in Detroit on April 19. Speakers were Mr. Mark K. Herley, Director and Mr. Joseph W. Starrs, Coordinator of Urban Renewal, both of the Detroit Housing Commission. The two speakers showed slides of and discussed the proposed Medical Center, University City, Skid Row, West Side Development, Gratiot Development and other projects of interest to architects. Suren Pilafian, Chairman of the Chapter's Committee on Civic Design, presided. Mr. Charles A. Blessing was a guest of honor at the luncheon and he remained for an hour after the luncheon to discuss with the Chapter Board and Civic Design Committee the latest developments coming out of Washington relating to the subject.

ALL ARCHITECTS AND THEIR EMPLOYEES are invited by the Producers' Council, Michigan Chapter, to attend an Air Conditioning Seminar, offered by their national member companies, at the Whittier Hotel, Detroit, on May 25, from 3 p.m. to 9 p.m., with dinner. Registration: \$2.50.

A panel consisting of an architect, an engineer and a utility representative will officiate. The Seminar will feature prominent national speakers on architecture and air conditioning, discussing all phases and considerations to integrate thermal, visual and acoustical environments. An exhibit of equipment also will be part of the Seminar.

TUNE IN on Detroit's FM Station WQRS, 105.1 mc at 6:30 P.M. every Saturday on a series of weekly fifteen minute programs devoted to architecture and news about architects in the Detroit Area.—Wm. Lyman, Chairman Public Relations Committee, Detroit Chapter, AIA

LAWRENCE INSTITUTE OF TECHNOLOGY ARCHITECTURAL CLUB, will hold its Annual Senior Banquet at Joey's Stables 8800 W. Jefferson Ave., Detroit, Saturday evening, May 27, 1961. Reservations must be in by May 24. They may be made with the switchboard operator at LIT, KE 5-5050, or by calling TO. 6-3048.



DETROIT CHAPTER WELL REPRESENTED AT MSA CONVENTION—Prof. Walter B. Sanders, MSA Secretary Gerald G. Diehl, Philip J. Meath, Arthur O. A. Schmidt, Prof. Herbert W. Johe, Prof. Ralph W. Hammett

STANDING: Theodore G. Seemeyer, Jr.; Clair W. Ditchy, FAIA, past president of the American Institute of Architects; William H. Odell, Eberle M. Smith, FAIA; Robert F. Hastings, FAIA, past president, Detroit Chapter, AIA; Ralph R. Calder

SEATED: Mrs. William H. Odell, Mrs. Clair W. Ditchy; Talmage C. Hughes, FAIA; Mrs. Robert F. Hastings, Mrs. Eberle M. Smith



D.A.G.L.

THE DETROIT ARCHITECTURAL GOLF LEAGUE elected officers at their annual meeting held at the Curling Club, Detroit, Michigan.

Officers for 1961-62 are: George Sommers, President; Benjamin Rollason, Vice-president; Eugene Makja, Secretary; William Caswell, Treasurer.

The outgoing President, Raymond McDonnell, and his officers were commended for their fine job by the membership.

New committee chairmen were also elected. Heading the membership committee is Charles Martin; rules is Rex Rokicki; tournament, Richard Miller; entertainment, James Power; finance, Arthur Lewis.

The league intends to have their first outing on May 9th, at Washtenaw Country Club. Other Club dates are:

June 13—Edgewood Country Club
July 11—Grosse Isle Country Club
Aug. 14—Red Run Golf Club
Sept. 12—Plum Hollow Golf Club
Oct. 10—Dearborn Country Club

Charles Martin and his membership committee are preparing an interesting campaign for new architect members. For further details call Martin at WE-3-1335.

Photo Illustrators, Inc.



DETROIT ARCHITECTURAL GOLF LEAGUE MEMBERS AT MSA CONVENTION—Heideo Fujii, Lamont J. Van Dell, Miss DAGL (Bernadette Bock), Geno Rossetti and Sam Ross are welcoming spring with open arms and the first tournament of the season to be held May 9th at the Washtenaw Country Club, Ypsilanti, Michigan

DETROIT ARCHITECTURAL BOWLING LEAGUE MEMBERS AT MSA CONVENTION—Gary Haarz, Fred Riebe, Al Blair, Miss DABL (Joy Malone), Frank Johnson and Loren Cossens are all concentrating on the forthcoming 39th annual banquet to be held May 5th at the Detroit-Leland Hotel

Photo Illustrators, Inc.



D.A.B.L.

THE DETROIT ARCHITECTURAL BOWLING LEAGUE held their annual election Friday, April 14, at Great Lakes Bowling Center and elected a new slate.

New officers for the 61-62 Season are:

Don Peters, President
Russ Slimmon, Vice-President
Earl Clatterbuck, Secretary
Bill Covey, Treasurer

The inauguration of new officers will officially take place at the 39th annual banquet, Friday, May 5, at the Detroit-Leland, Jack Smolky, President, announced. His administration consists of Don Peters, Vice-President; Bob Gustafson, Secretary; Bill Covey, Treasurer.

John Davies, Chairman of the banquet committee, says that there are still some tickets available. Call John Davies at UN 3-8065 for information.

Think Big

Talk Given Before

The Adcraft Club of Detroit

February 24, 1961

By F. A. Kaiser

Vice President and Sales Manager

Michigan Consolidated Gas Company



MR. KAISER

THE FIRST 60 YEARS of the twentieth century have shown tremendous changes in the standard of living, the national economy, the development of new products and techniques and the general pattern of business and business organizations.

Sixty years ago the small businessman was predominant. He had an intimate acquaintanceship with his customers who were usually confined to a small area immediately adjacent to his business. Customers did business with him because they knew him, had confidence in him and bought the products he had to sell regardless of trade name of the manufacturer. It was a very close personal relationship between the seller and the buyer.

Through the years that close personal relationship has almost disappeared and people buy products primarily because they know the product rather than the person selling the product. This great change is primarily due to the job done by advertising and selling.

Basically, however, while all these changes have taken place people have not changed from the dawn of civilization. They continue to have the same emotions. They come in the same sizes, shapes and colors and through the ages there have been no new models. They continue to love and hate, they rejoice, they sorrow, they listen, they see, they smell, they taste and they feel. They may be better educated, they may have a higher standard of living but basically they are the same people who bought from the small merchant 60 years ago.

As small business organizations enlarged their markets from small local areas to national distribution, sales managing and advertising became the most important factors in this growth. Prior to World War II, a Sales Manager's responsibility was strictly that of selling the products or services of his company. His responsibility included advertising, promotion and distribution and selling. For some reason since the war a great number of new titles have appeared in the distribution end of almost all of the large companies. We now have Directors of Marketing, Merchandising Managers, Customer Relations Managers, Promotion Managers, Sales Forecasting Managers, Market Analysis and many more. In addition, in many instances, committees have been set up to study, to plan and to implement broad distribution programs.

The advertising business has gone

through the same expansion. Where formerly an Advertising Manager did everything such as layout, copy, art work, media selection, today we have Account Executives, Senior Account Executives, Account Supervisors, Media Directors, Art Directors, Copy Committee, Review Board and on and on. I wonder what ever happened to clerks in an organization. But I guess they are now Administrative Assistants. Just as there are no longer typists or stenographers, they are all secretaries.

In this tremendous build-up of organization somehow we have lost the personal contact with the customer. Bear in mind, the customer hasn't changed. The customer still wants to buy from some other person whom he likes, respects and wants to do business with. Too often I am afraid in our planning and in our distribution efforts we look upon our customers as a mass rather than as individuals. We talk blithely of selling six million automobiles but forget the fact that those six million sales represent six million times that a salesman had personal contact with a prospect and what happens at that point is the most important part of our distribution system.

What is a sale? Here is a definition for you. A sale is a transaction between two or more human beings providing for the transfer of goods or services from one to the other with benefits to the buyer and profit to the seller. That definition hasn't changed and never will change as long as we believe in the American free enterprise system. Companies remain in business only so long as they can sell their products or services at a profit.

Isn't it time that we get back to paying attention to our customers as individuals and not as groups or masses. Last Saturday I was in a super market and was accosted by a little old lady who asked if I could tell her where she would find a certain brand of grapefruit and pineapple juice. The trade name she gave me is that of a company which spends millions of dollars in advertising its product and the advertising evidently is effective because this lady knew the name she wanted. But, at the point of sale she needed help. She needed a salesman, somebody to sell her the product she wanted.

I point this out merely to indicate that we still need people in our distribution pattern to deal with people who are our customers. A sale cannot just be mechanized. It is an emotional experience. A lady gets a thrill in buying a new hat or

gown or getting a fresh permanent wave. You and I get a thrill out of buying a new hat, suit or set of golf clubs and our thrill is multiplied when we know that the sales person who sells us confirms that we have made a wise purchase. You can't mechanize this transaction. It is as human as falling in love and I don't think you are going to get the young boys in America courting girls from slide films and very frankly I don't think the girls would like it either.

Shouldn't we then take a look at the people involved in our advertising and sales effort. First, let us start with our own organizations. What sort of impression is being made upon our prospective customers by people in our organization who have contact with the public. The receptionist, the telephone operator, the Service Manager, the Credit Manager, they in their daily duties create a climate toward our company where people want to do business with us, and they help to make it easy for our salesmen to get the order.

What about the advertising agencies. Are they keeping in mind the fact that the ultimate customer is an individual rather than part of a mass. Can't we get rid of some of the cliches in advertising. For example, I personally am getting sick and tired of being bombarded by ads which tell me a certain make of automobile has won an award. Frankly, today I don't know of any automobile that hasn't won an award "in its class" whatever that means. Can't we get rid of comparisons to "Brand X". I am sick of being told that every product beats Brand X, and then there is the other one about the new secret ingredients. I can't even pronounce their names and I don't know how good they are. And yet, the advertising industry keeps hacking away at the same old cliches when a new fresh approach is called for.

And finally, it is important that we train and carefully supervise our salesmen. How well do they know our product story, our company policies, the benefits that a customer derives in buying our product. Are we sure that they are telling the same story that our advertising is? Do they recognize that their success depends upon how well they do in obtaining each individual sale? The individual sale is the most important job of a salesman.



Howard, Montreal

GRAND FOYER—Manoir Richelieu, designed by Montreal architect John S. Archibald. Concrete beams are painted to resemble wood. Part of Manoir's \$1,500,000. Canadiana collection shown on walls

The Manoir Richelieu

PART II (Continued from April Issue)

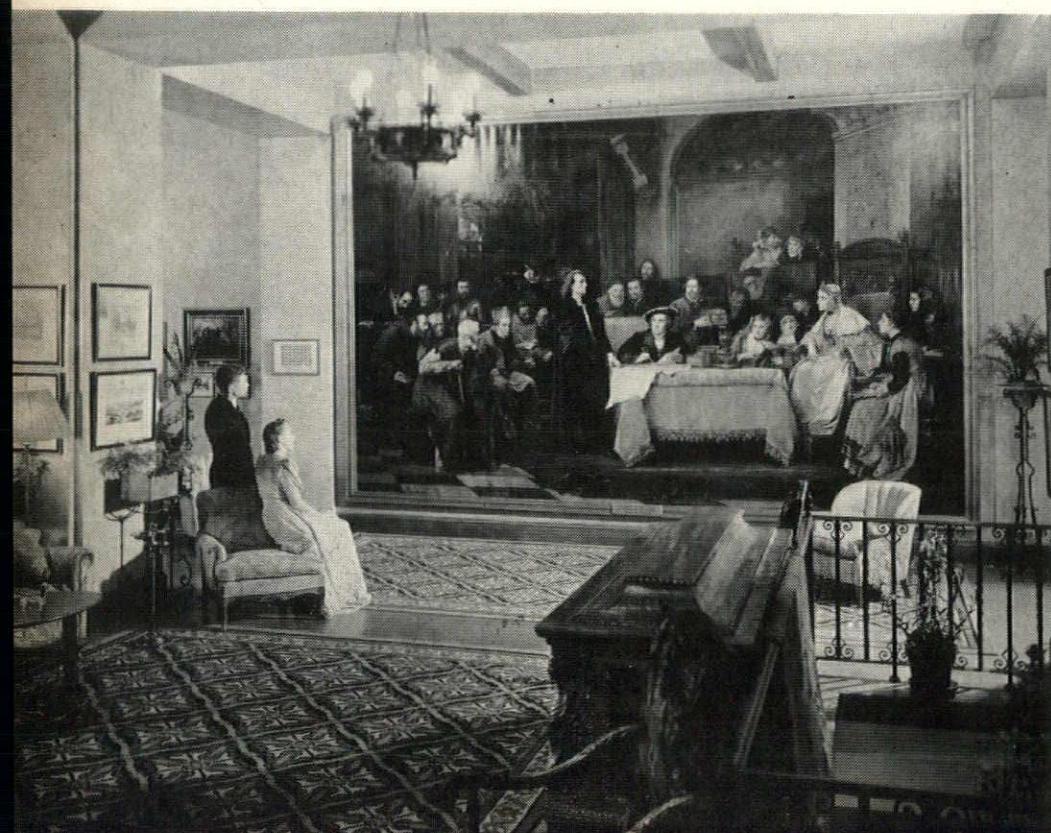
CARTE BLANCHE FOR GRANDEUR

By GUSTAVUS ARNOLD

THE OWNERS, of the old Manoir Richelieu, at first stunned by the loss of their most prized possession, hurriedly convened and under the able presidency of William H. Coverdale, of the internationally-known consulting engineering firm of Coverdale and Colpitts of New York, boldly decided to erect a new and more costly hostelry on the site of the old.

The celebrated architect John S. Archibald of Montreal was immediately called into the conference and requested to submit a design. He shortly came up with a creation of tremendous magnitude and massive proportion—a French-Norman chateau with towers and turrets and a terraced flag-stoned promenade—a structure in exalted keeping with the best

EAST LOUNGE—Here Manoir Richelieu Symphony plays after dinner and on Sunday evenings before Václav Van Brozil's painting of Columbus at court of King Ferdinand and Queen Isabella



Arnott & Rogers, Montreal

French tradition for this historic rampart of the mighty St. Lawrence.

Realizing the fickleness of the resort-loving public who might stray to other climes and not return if there were no immediate accommodations ready for them at the advent of the next season, the owners decided then and there that no time must be lost and so proceeded at once.

The general contracting firm of Wilde & Brydon of Montreal went into action and so "a few days after the fire, architects, builders, contractors, sub-contractors, artists and artisans were coordinating skilled efforts toward the creation of a new Manoir Richelieu."

Then began — for its day — one of the most enterprising construction sagas ever to take place on the North American continent. A tremendous, protective, wooden shell gradually rose skyward to keep out the elements. Inside, a thousand men swarmed over the rising structure pouring a mountain of concrete-mix over a matrix of steel beams and columns, to make it not only fireproof but earthquake resistant as well. Great charcoal fires burned continuously to keep the cement from freezing. Outside, the sub-arctic winter blasts howled out of the north and swirled around the wooden shell and lashed like a Pharaoh's whip as the workers raced like ants against time to complete the architectural pyramid of this new Manoir Richelieu.

The feat was all the more miraculous when one realizes that most of the labor and materials had to be transported in the dead of winter over hundreds of miles of wilderness.

By April 1929 the progress had come so far along that it was reported the "pouring of concrete, despite the severity of the climate, is nearly complete. Bricklayers have completed their part of the programme and the plastering is practically finished. Over ninety per cent of the baths are installed and on "B" floor all the French windows are in place. The great copper roof is nearly completed."

On June 15, 1929, on the exact date specified, one of the most magnificent hostels on the St. Lawrence — and for that matter in North America — quietly opened its doors to its former guests. Had this been in the United States the opening of such an enterprise would have called for at least a fifty thousand dollar inaugural party with an assemblage of invited guests of stellar capacity to launch the hostelry with proper trumpeting and fanfare in the public press. However, true to the British trait of understatement and Murray Bay's hallmark down through the years: "there must be quiescent decorum" — there was no trumpeting.

The new Manoir Richelieu, whose walls were two feet eight and one half inches thick, was 427 feet long and 52 feet wide with 300 guest rooms, each with private bath.

Its magnificent site, located on a bluff just one hundred feet above the lordly St. Lawrence, calls to mind another hostelry of similar situation and prestige. It is the Grand Hotel on Mackinac Island overlooking the Straits of Mackinac. There, under its stately colonnaded white portico that has all the romance of the Old South one might envisage Scarlett O'Hara and Rhett Butler standing side by side on the red carpeting and looking out across the Straits at the world-famed Mackinac

Bridge. Here too, in the atmosphere of French baronial splendor, it is not hard to conjure up an apparition of Henry II of France and lovely Diana de Poitiers taking a promenade on the open flag-stoned terrace with the ancient cannons on the lawn pointing their mouths across the St. Lawrence at the spectacular ocean-going river traffic, and recollect more fearsome times when enemy fleets were rampant on its waters.

The impressive lobby of The Manoir Richelieu with its massive square columns and concrete beams arrests the guest at once. Its walls are arrayed with an internationally famous collection of three thousand historical pictures — the finest collection of *Canadiana* in existence. The collection is insured for one and a half million dollars and is a lasting tribute to Mr. William H. Coverdale who so diligently scoured the world to assemble it.

In the East Lounge is a tremendous eleven by seventeen-foot painting by Václav Van Brozil of "Christopher Columbus at the court of King Ferdinand and Queen Isabella."

Off of this room to the left is the Murray Room which has the atmosphere of an English club and over the fireplace is a portrait of General James Murray for whom Murray Bay was named. To the right of the East Lounge is the Rose Room which is reminiscent of those sumptuous drawing rooms in the great chateaux of France. A beautiful painting of Madame Champlain is over the fireplace.

In the Tower Lounge is the portrait of Cardinal Richelieu by the artist A. Sheriff Scott. Here afternoon tea is served each day from four to five and Mlle. Suzanne des Rivieres of Quebec the social hostess—a most engaging young woman—presides.

Over the fireplace in the cocktail lounge at the entrance to the main dining room is the crest of "Armand-Jean de Plessis de Richelieu: Cardinal." The coffee tables in this room are inlaid with beautiful crests in tile of the cities and provinces of France; among them the cities of Chartres, Versailles and Fontainebleau and the provinces of Navarre, Gascogne and Lorraine.

The magnificent green and white dining room, 207 feet long by 52 feet wide, has a \$220,000 John J. Audubon (1780-1851) collection of 220 pictures on its walls.

In this room are 44 Norman-style wrought-iron chandeliers of eight lights each. There are two huge paintings by the artist C. W. Jefferys on the north wall of the concourse bend of the dining room. One is of Philippe Gaultier Sieur de Compte first permanent Seigneur of Malbaie, 1672, standing with gun on the bluff conversing with Indians who are skinning an animal. The other, is of Captain John Nairne landing at Murray Bay in 1761. The 400-acre Manoir Richelieu estate was part of his Seigniory.

The dining room seats 735 guests and because of the architect's superb design the seating can be increased to 900, should the occasion arise.

Maitre'd Gustave Warlund formerly of the Grand Hotel, Stockholm, Sweden, and Swiss-born Doris Jahn, his gracious assistant, both have that delightful continental savoir faire that makes each guest feel personally as if he were visiting royalty. They are a great asset to the Manoir Richelieu.

The cuisine is superb and great credit for this can be given to Chef Mario



Hayward, Montreal

DINING ROOM—Elegance of green and white decor is set off with colorful \$220,000 collection of John J. Audubon's famous works. Forty-four Norman-style wrought-iron chandeliers parade its 207-foot length

Marini, formerly of the Cumberland Hotel, Durban, South Africa.

The waitresses are all Canadian college girls and Peetie Le Breton, of Paspébiac, Gaspe Peninsula is an exemplary example of them. When she serves at the table, under the painting of Audubon's Spotted Grouse on the south wall, with such deft hands, you just know she will make a fine technician when she completes her Bachelor of Science in Chemistry course at McGill University in Montreal.

The chambermaids still speak only in French so brush up on that language.

The Manoir Richelieu Casino was de-

signed by architect John Archibald after the historic Chateau de Ramezay in Montreal where Benedict Arnold and Benjamin Franklin once stayed. The walls of the timbered ceiling ballroom are lined with a famous North American Indian Collection of 152 pictures. Many of them were published by Edward C. Biddle of Philadelphia in 1836.

The Casino houses dressing and shower rooms, and its broad balcony and long wide steps overlook and lead down to the great outdoor salt water swimming pool whose lido beach overlooks the St. Lawrence, a hundred feet below.

The luxurious pool is 100 feet long by

ROSE ROOM—Brings to mind beautiful drawing rooms so prevalent in chateaux of France. Painting of Madame Champlain hangs over fireplace

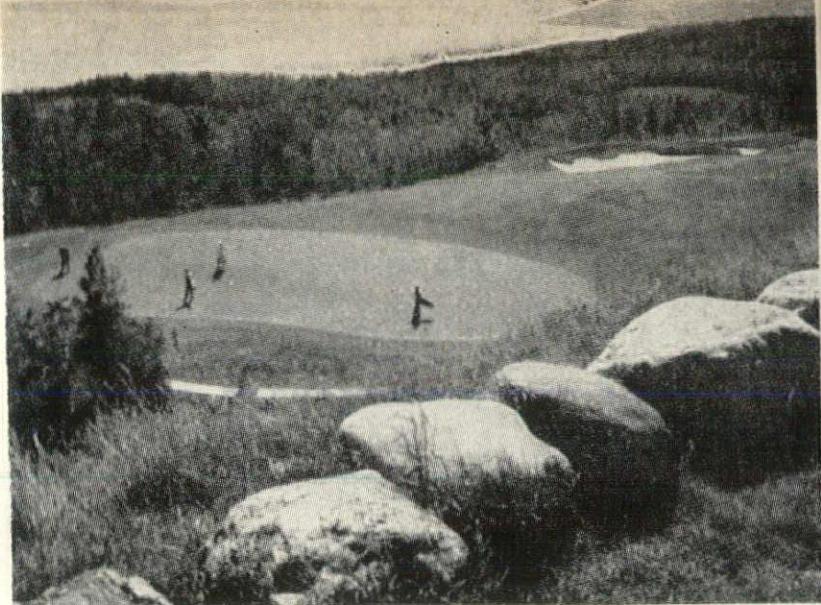


Hayward, Montreal



GOLF CLUB HOUSE — Designed by Montreal architect David Shanen after old seigniorial manor houses of Quebec. Has magnificent command of the St. Lawrence from the top of mountain slope

Arnett & Rogers, Montreal



EIGHTEENTH GREEN — With its spectacular view of River and promontory of Les Ebolements in distance. Golf course designed by Albert Strong

40 feet wide. In operation the salt water is pumped in from the St. Lawrence through filters and chlorinated. When the pool is filled the circulating pump is started and the water, taken from the deep end, is pumped back through the filters and the sterilizer and thereby maintained in perfect condition at all times. With continuous 24-hour operation the pool is completely refreshed once in every 14 hours with 125,000 imperial gallons of water and it is not necessary to empty the pool more than twice in a season. Thus the swimmers are not inconvenienced by constant emptying interruptions.

The celebrated Romanelli Orchestra has played at the Manoir for many years. Its founder, Luigi Romanelli, made his stage debut at twelve with a Mary Smith who later became the famous cinema star Mary Pickford. The orchestra has played before many notables including the Emperor and Empress of Japan, the King of Siam, the Prince of Wales, and King George VI and his consort, Queen Elizabeth. Luigi would never think of appearing at a Manoir musicale unless attired in white tie and tails.

In 1942 Luigi died at the Manoir and since then the orchestra has been under the able direction of his younger brother, Leo, a musician of note.

On Sunday evenings at 8:15 the orchestra gives an hour's concert in the great lobby of the Manoir, setting up its

instruments in the East Lounge. And likely as not you will hear Fekko von Ompeda, of Munich, Germany, as soloist giving a masterful rendition of Rachmaninoff's Prelude in C. Sharp Minor at the piano with the concert orchestra in accompaniment—the sounds swelling up through the great columns of the lobby while the listeners sit spellbound.

On Tuesday, Thursday and Saturday evenings the orchestra plays for dancing in the Casino ballroom and soloist Cory Dean, gowned in a ravishing creation, sings popular songs between dance numbers.

One of the most unique traditions of the Manoir Richelieu is the delightful opportunity to swim in the open salt water pool to the accompaniment of a live orchestra. There is nothing like it any where else in the world. From eleven o'clock every morning until noon the guest can float on its limpid waters and relax to the lilting melodies of music.

The Manoir Richelieu Golf Course is one of the most spectacularly beautiful in the world, and is considered one of the five best on the American continent. It was laid out by the great golf architect Albert Strong of Florida in 1927 and former U.S. President William Howard Taft initiated the course by driving off the first ball. The fourth fairway is surrounded by lovely birch trees. There are electric lifts or incline railways to carry players from the 15th tee to the Clubhouse and from the

17th green to the 18th tee. This picturesque golf course, as someone has said, "is carved out of the heart of a forest and sets like a jewel on a green mountain-side facing an eighty-mile sweep of the mighty St. Lawrence where it has widened out to assume the grandeur of a sea."

The Clubhouse, designed after the old seigniorial manor houses by Montreal architect David Shanen in 1934, has a spectacular view from its situation on the top of a mountain. In the lounge is a plaque on the wall commemorating the Manoir Richelieu Labor Day Golf Tournament of 1955 in which Mrs. Lloyd R. Taft and Mr. Robert Taft won the mixed Four Ball 36 Holes, 1st low Gross.

The Manoir has a fine riding stable and excellent tennis courts for those interested in these activities.

There is also an 18-hole putting green adjacent to the west end of the hostelry.

For those who may take pleasure in an evening of gourmet delight there is an unusual restaurant overlooking the town of Pointe-au-Pic with a superb view of Murray Bay. Its host is Mr. Harry Lorin Binsse, historian, gourmet, writer, philosopher, editor, raconteur and culinary artist supreme. An evening with Harry Binsse at his "Restaurant sur la Cote" is an elysian delight.

The First Lady of Murray Bay, and of Pointe-au-Pic in particular, is Mrs. Frederick Manning* of Cincinnati, Ohio. As

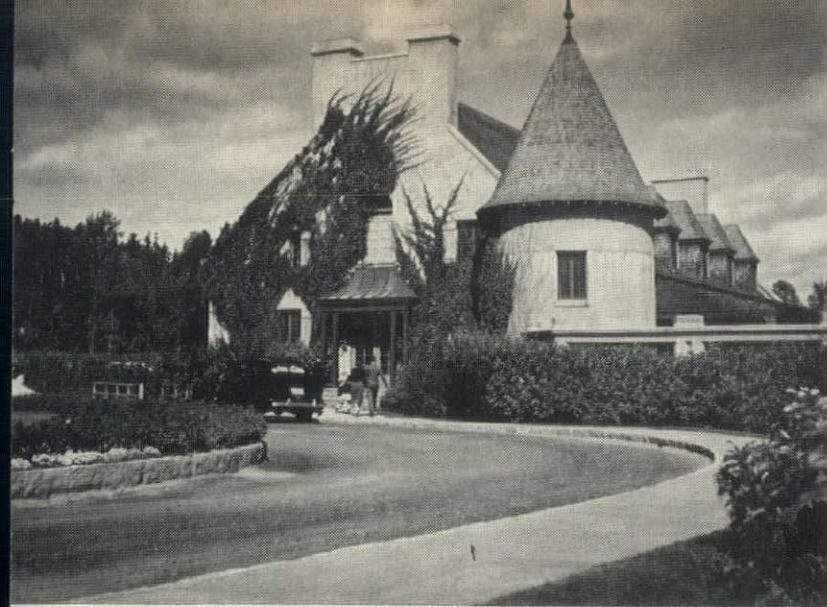
*Dean of Bryn Mawr 1917-1920; 1925-1941

ENTRANCE GATE — To H. Higginson Cabot estate, situated on former Malcolm Fraser Seigniorial of Mount Murray, overlooking Murray Bay at Cape l'Agile

Photos by Author, August 15, 1960

HISTORIC MANOR HOUSE — Shuttered residence of Francis Higginson Cabot family, once home of Scotsman Malcolm Fraser who came to Murray Bay in 1762 to found Mount Murray Seigniorial after the fall of Quebec





THE CASINO—Designed by John S. Archibald after the historic Chateau de Ramezay in Montreal. River facade overlooks Manoir's salt water pool and lido beach

Jules Blouin, Manoir Richelieu



CASINO BALLROOM—Displays famous North American Indian portrait collection on walls. Here, Tuesday, Thursday and Saturday evenings the Manoir Richelieu orchestra plays for dancing

Helen Herron Taft, only daughter of United States President William Howard Taft, she made her debut in Washington in 1910 in the East Room of the White House at an afternoon tea for 1,200 guests followed by a beautiful ball. A woman of august charm and intellect, Mrs. Manning lives during the summer months in a Victorian residence secluded by woods and perched on a rocky point overlooking Pointe-aux-Pic and from whose porch one may have a breath-taking view of the majestic St. Lawrence as it sweeps by far, far below. Mrs. Manning remembers quite distinctly that as a young girl she used to go boating on the lake that once was situated where the Manoir Richelieu Casino and tennis courts are now located, and also recalls, as a child of eight, staying at the Lorne House, just east of the lake, with her parents.

Many called it the "Forlorn House" because its exterior was rather unpretentious and slightly weatherbeaten, which was a misnomer, however, as most everyone knew at the time, it was filled inside with the "bluest of blue bloods."

Through the years, among well-known individuals who have come to Murray Bay are:

Sir Frederick and Lady Williams-Taylor; John

Roosevelt, uncle of U. S. President Theodore Roosevelt; Stanford White, Lord Goddard, Mrs. John Auchincloss, Andrew Mellon, Lady Waldorf Astor, President & Mrs. William Howard Taft, Mr. and Mrs. Frederick Manning, Lord Rothmere, Miss Julie Auchincloss, Charles P. Taft, Peter Fortune Ryan, Lady Harry Oakes, Edward, Prince of Wales, Miss Brenda Diana Duff Frazier, Hamilton Fish, the Duke of Kent, the King of Siam, Mrs. H. Higginson Cabot, Miss Glenna Collett, James Durante, Miss Mary Pickford, Harry Lorin Binsse, Monty Wooley, Mrs. Alfred Gynne Vanderbilt, Mr. & Mrs. Frederick Adelbert Smart, Senator and Mrs. Robert Taft, Mrs. Francis Higginson Cabot, U. S. Justice John Harlan, Thomas R. McLagan, J. Pierpont Morgan and Robert Frank Hastings, FAIA, former president of the Detroit Chapter of the American Institute of Architects.

The Manoir operates for three months during the summer from June 10th to September 15th under the expert management of Mr. Leslie K. Sheppard whose past experience with The Greenbrier at White Sulphur Springs, The Biltmore at Palm Beach and the British Colonial at Nassau have all contributed to his pronounced capacity for a peerage in the resort business.

His secretary, Mrs. Gabrielle Daley, a lady of exceptional ability who at once brings to mind the accomplished and pulchritudinous Ann Sothern of Television fame, is a great asset to the Manoir.

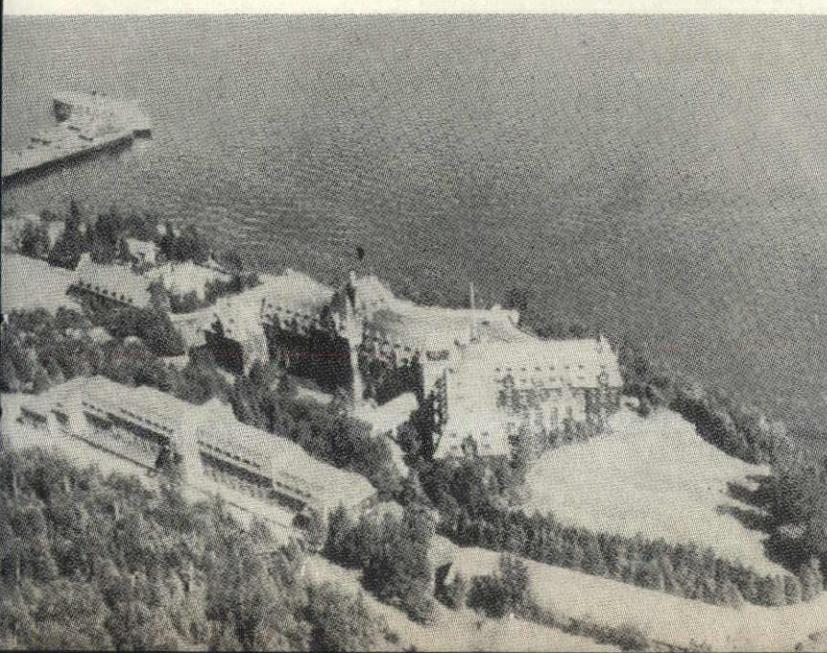
When originally built in 1928-1929 the Manoir Richelieu was constructed with the intention of remaining open all year

'round. It was felt that with clear, unbroken passage through the Cabot Strait at the mouth of the St. Lawrence to 20 miles south of Murray Bay, where the salt water ends, there could be free navigation all year in open water. Hence Murray Bay has great possibilities as the terminus for ocean-going travel. The first two years after its inaugural the Manoir remained open all winter for a brilliant season of winter sports. A huge ice rink was constructed on the tennis courts. But the Great Depression of the early 30's forced the management to discontinue the winter season and it has never been revived. However, since the Manoir has steam heat throughout there is every possibility that in the near future it will be ready to go back into winter service at any time the guests should so desire it.

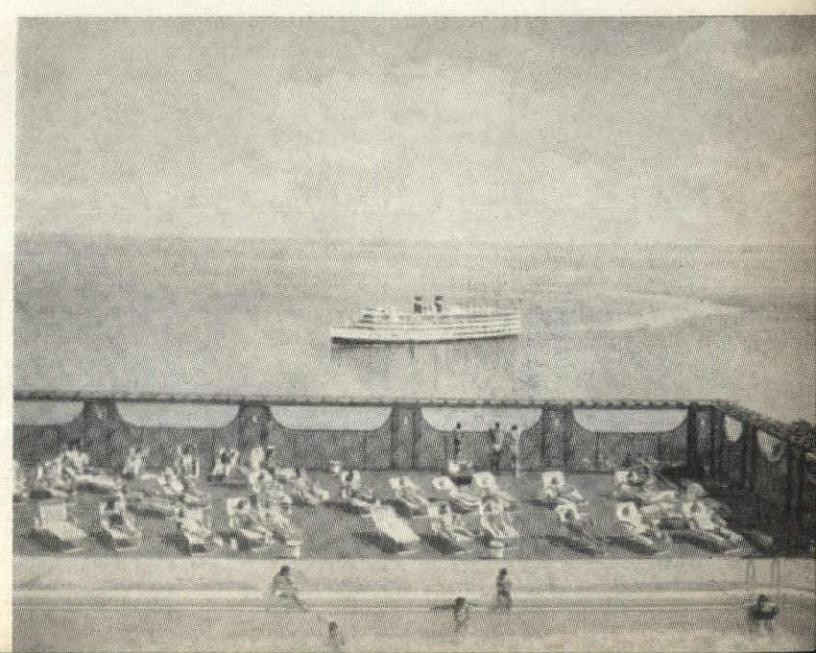
A new airport is in the process of being built near Murray Bay so that soon guests can fly from any part of the North American continent in record time and the location is not remote at all for that sort of transport. So "fetch your luggage" and perhaps we can prevail upon the owners of this delightful beauty spot to make it an all year 'round holiday resort—THE END

MANOIR RICHELIEU—Airview shows staff building in left foreground; overlooking river, rear view of Manoir proper; to left, Casino and pool; far left, passenger liner docked at pier, jutting out into St. Lawrence

SWIMMING POOL—Situated 100 feet above shore line. Salt water pool and lido beach commands splendid elevated view of river traffic and sweep of St. Lawrence



Courtesy Manoir Richelieu



WALD

Mrs. Philip N. Youtz, President
Mrs. William H. Odell, Vice President
Mrs. Allan G. Agree, Secretary

Mrs. Frederick J. Schoettley, Treasurer
Mrs. Clair W. Ditchy, Historian
Mrs. Gustave Muth, Parliamentarian

OFFICIAL PUBLICATION OF WOMEN'S ARCHITECTURAL LEAGUE OF DETROIT

Have You Heard?



BY
EDNA
MORISON

NOW FOR SOME FUN to ring down the curtain on the 1960-1961 season for WALD. It is the annual Husband's Night party. It will be held at the Kurtz Brick Company on Wyoming in Detroit. The date is May 20th; the time—6:00 p.m. for cocktails, courtesy of the Kurtz Brick Company; 7:00 p.m. dinner. The tickets are \$3.50 per person. Reservations, mailed not later than May 17th, must be accompanied by check and returned to Mrs. LaVern Nelsen, 18420 St. Marys Detroit 35, Michigan.

Following dinner, there will be a "white elephant" auction. Those of you who attended the "Auction" we held three years ago will remember the fun we had with our very capable auctioneers Ernest Dellar, Fred Schoettley, and Lyall Askew. They have consented to do the honors again this year. So gals, get started at the "spring housecleaning," and save all the nice "white elephants" for our auction. Proceeds will be added to the Biddle House Fund. If you cannot attend the party and would like to donate a "white elephant", please contact one of the following and they will be glad to deliver it to the auction: Mrs. Wm. Odell, UN 2-4131, chairman; Mrs. Ernest Dellar LI 2-3817, co-chairman; Mrs. James B. Morison KE 1-9118, Mrs. Walter Sanders, No. 2-9202, Ann Arbor, Michigan. Following the auction there will be a grand march and dancing.

So come one — come all — make your reservations early and bring your friends, relatives, and kissin' cousins, and all join together for an evening of fun and relaxation.

WASN'T THE ANNUAL 47th MSA convention interesting this year? The seminars were very informative, the guest speakers and panel members gave new insight to urban renewal. On Friday night, I thought Dr. True gave us all "food for thought". The WALD registration desk was busy too and the model of the Biddle House Bedroom caused no end of comment. It was rather difficult to choose a winning entry for the Dedication Legend of Biddle House. (first prize was the model bedroom displayed at the registration desk) The winning entry will be inscribed and the framed text displayed within the House. Of all the entries submitted, the jury selected the following four lines. It precisely expresses the feelings of all those who have worked on this project. The winner was Mrs. L. Robert Blakeslee and her entry is as follows:

"The Biddle house, restored, now stands
A gift of generous hearts and willing
hands
May future generations come to see
This landmark in Michigan's History."

Congratulations Margaret and we are all happy the winner was a member of WALD. WALD has another winner too—Sue and Herbert Johe won the Trip to Bermuda! After listening to Mrs. Steven Andler at the Thursday Luncheon, we no longer say "Mind your P's and Q's" but "Watch your T's, they Tell Tales". A most interesting way to read a person's character—if you can remember all the things she mentioned. Friday's luncheon (buffet style) was tops — even the color of the punch matched the decor of the President's suite. Architect's wives notice every little detail. Thanks to Lorraine Banks, Chairman of the Ladies activities, for a well planned program.

We have one little travel note this time — Trudy and Earl Meyer are on a trip to Venice and the far East — watch out for the camels, Trudy.



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MADISON HEIGHTS



STANDING: Mrs. Philip Will, Jr. wife of the president of the American Institute of Architects; Mrs. Amedeo Leone; Mrs. Charles Austin Obryon, wife of the president of the Michigan Society of Architects; Mrs. Carl A. Scheuffler, Mrs. Herbert J. Vincent. SEATED: Mrs. Clair W. Ditchy, wife of a past president of the American Institute of Architects; Mrs. Hurless E. Bankes, Chairman of Ladies Activities at MSA Convention; Mrs. Adrian Nelson Langius, wife of a past president of the Michigan Society of Architects



STANDING: Mrs. Ralph Warner Hammett, Vice Chairman of Ladies Activities at MSA Convention, who has just recently returned from a year's sojourn in Rome; Mrs. David Feryus; Mrs. Richard Calhoun Frank; Mrs. L. Robert Blakeslee, winner of Biddle House Legend prize; Mrs. Suren Pilafian; Mrs. James Barr Morison, wife of a former president of the Michigan Society of Architects. SEATED: Mrs. Gerald G. Diehl, Mrs. Warren Groth, Mrs. George F. Diehl; Mrs. Philip N. Youtz, president of the Women's Architectural League of Detroit

P R O M I N E T T W O M E N P L A Y I M P O R T A N T P A R T



Mrs. Arthur Orton Moran, Jr. wife of the General Chairman of the MSA Convention; Mrs. Robert W. Yokom, wife of the Convention Vice Chairman; Mrs. Herbert W. Joho, who, with her husband won the "Trip to Bermuda"; Mrs. LaVern J. Nelsen, Mrs. Gordon Lewis, Mrs. Andrew Robertson Morison, Mrs. Charles Ahlstrom



Mrs. William H. Odell, Mrs. Gustave Muth, Mrs. Edwin F. Neth, Mrs. Ernest J. Dellar; Mrs. C. William Palmer, known as the "Lady Bountiful of Biddle House" for her energetic and munificent collection of funds for the Biddle House Furnishing program; Mrs. Elmer J. Manson, wife of a past president of the Michigan Society of Architects

I N 4 7 T H A N N U A L M . S . A . S T A T E C O N V E N T I O N



Mrs. Linn Smith, wife of the Great Lakes Regional Director of AIA; Mrs. Walter B. Sanders; Mrs. Raymond S. Kastendieck, wife of the treasurer of the American Institute of Architects; Mrs. Louis G. Redstone, Mrs. Gordon A. Belson, Mrs. Bernard J. DeVries, wife of the Chairman of the forthcoming Mackinac Conference



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Left to right, standing: City Commissioner Arlon G. Ley, Chairman, Downtown Development Committee; G. Winston Burbridge, Secretary-Manager, Builders & Traders Exchange; Phillip Young, Executive Secretary, Downtown Development Committee; George A. Denner, President, Builders & Traders Exchange of Grand Rapids.

Left to right, seated: Edward J. Frey, Immediate Past President, Chamber of Commerce; Charles A. OBryon, Member, Downtown Development Committee and President of the Michigan Society of Architects.

ON MARCH 2, 1961, official presentation was made to the City of Grand Rapids of a model of the downtown area of the city. The model is 51"x60" and is scaled one inch to each 100 ft. Inserts are available to show the existing conditions and the newly planned areas to be made possible through Urban Renewal Program. This model will be used

primarily to interest private investors in developing new downtown facilities.

The model was made possible through contributions by members of the Builders and Traders Exchange of Grand Rapids and the Downtown Development Committee.

This model was on display at the Greater Michigan Home Show in Grand

Rapids, March 13th-18th and in Detroit during the recent convention of the Michigan Society of Architects.

This is another project completed by the Exchange in its effort to further the Construction Industry and to make Grand Rapids a better place in which to live.

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DEVELOPMENT OF NEW TYPE ESTIMATING BUILDING COSTS UNDER WAY

THE QUEST for faster, cheaper, more accurate estimating technique for buildings has brought out two quite different shortcut systems, both tied to square feet of construction. This includes all flat surfaces, not just floors.

Method I, was unveiled by C. Arthur Miller for the American Association of Cost Engineers. His system combines volume and over-all square feet of construction (sfc), develops and charts base costs for each class of building, then modifies these by applying a system of correction factors.

Method II, developed by J. N. Condon and Associates, uses selective area take-off and pricing of square feet of construction=(sfc).

Both methods have these advantages:

They are more accurate than the standard square or cube systems of estimating building costs.

They are much faster and less costly than full scale quantity takeoff estimating.

They are usable before the design is completed, when only line diagrams are available to define the dimensions and as soon as specifications are sufficiently developed to define the quality and complexity.

They are fast, low enough in cost and accurate enough to evaluate cost advantages of alternate proposals before final adoption for full scale design.

As to disadvantages, both methods need a whole new "library" of cost data:

Method I requires a base cost graph

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 Jim Shapiro, Universal Steel Co.

for each class of building and corresponding factor values, based on analysis of a sufficient number of buildings to establish a valid base.

Method II requires a new composite system of area unit prices. When both are fully developed, Method I will probably hold the edge on speed, Method II on accuracy.

At this stage of development the emphasis is on the technique and its potential rather than on the cost data developed to date. Refined base cost data and correction factors will result from further analysis of buildings in the categories already developed. For others, development of base and correction factor data would be needed to make the system operative.

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MAY IS MODERNIZATION MONTH

THE MAYOR'S COMMITTEE for Economic Growth, under the Chairmanship of Walker L. Cisler, President, Detroit Edison Company has chosen construction as one of the industries to receive special emphasis in the Committee's effort to lead Detroit out of its economic doldrums.

The Committee has designated May as Modernization Month. A large scale advertising and publicity effort has been prepared in an attempt to generate an additional sixty million dollars in residential, commercial and industrial modernization work for the Detroit area construction market which might not normally appear this year. The publicity effort will be developed to encourage owners who are undecided about needed improvements to proceed this year rather than wait.

The publicity campaign will empha-

size residential, commercial and industrial modernization and will be supported by newspapers, radio and television. In addition, retail advertisers, banks, modernization contractors and building supply dealers will be using professionally prepared material furnished to them by the Committee for their advertising and promotion pieces.

One fact has come out of the many meetings the representatives of the construction industry have held with the Mayor's Committee which can be productive of commercial and industrial modernization work if used by those who sell these services and materials. Generally Title 1, FHA loans are considered to be available only for improvements to residential buildings. However, Title 1 FHA financing is available and can be used to finance most types of improvements to commercial and industrial buildings. At the present time,

Title 1 financing is limited to thirty-five hundred dollars payable over a period of five years.

While the individual dollar limit is smaller, Title 1 financing can represent a considerable volume of business to small modernization and specialty contractors from businessmen who are hesitant to deplete working capital to pay for small improvements such as new store fronts, partitioning, lighting, air conditioning, etc. The publicity campaign will bring the availability of Title 1 FHA financing to the attention of the commercial and industrial owner or lessee. The contractor and material supply dealer can also develop additional volume by using Title 1 to make improvements easier for your customers to finance. Contact your bank for more complete information about the use of Title 1 money.

CRUISE DATE SET

THE ENTERTAINMENT COMMITTEE of the Exchange has again made arrangements for a Construction Industry Cruise aboard the luxury liner S. S. Aquarama on Tuesday, June 27th, 1961. The Greater Detroit Board of Commerce will share the ship with the Exchange this year as they have in the past.

This will be the third such cruise but for those who missed the previous two, here is a brief outline of the evening's

events:

The ship will leave her dock at the foot of West Grand Boulevard promptly at 6:00 P.M. We cruise up the Detroit River to St. Clair Flats and vicinity, and return at approximately 11:00 P.M. For the entertainment and pleasure of those aboard there will be an orchestra for dancing, strolling minstrels, singing hostesses, organ musing during intermission and entertainment in two theaters. Sev-

eral soda fountains, cocktail lounges and dining areas throughout the ship will be open for service. It all adds up to a very relaxing and enjoyable evening.

Further details and ticket order blanks will be sent to Architects and members of the Exchange about June 1st. Mark your calendar now and plan to make up a party for the evening of Tuesday, June 27th.

1961 GOLF OUTING SCHEDULE

EACH YEAR, while the snow is still falling, the Golf Committee of the Exchange is busy arranging the schedule of six monthly golf outings for the following summer. It is necessary to prepare well in advance of the season in order to insure reservations at the more desirable golf clubs. This year, Chairman Ed Frank and his Committee have facilities; and fine cuisine. Each of the dates listed below will provide sunny

weather, prizes for various feats of golf, door prizes, and excellent dinner, entertainment and sociability with members of the construction industry. Architects are most welcome to participate, along with Exchange members, at any or all of the golf outings and construction industry dinners. Please mark your calendar now so that business will not interfere with pleasure on those days. The 1961

schedule:

May 23rd — Orchard Lake Golf & Country Club

June 13th — Plum Hollow Golf Club

July 18th — Edgewood Country Club

August 15th — Western Golf & Country Club

September 12th — Meadowbrook Country Club

October 3rd — Dearborn Country Club

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NEW MAHON PRESIDENT PALMER

THE R. C. MAHON COMPANY, Detroit-based steel fabricator, has announced that Robert C. Palmer has been elected President and a Director.

Walter F. Sheetz, who became associated with the Company soon after its incorporation in 1912 and was named President and Treasurer in the Mid-50's, will continue his association with the Company as Chairman of the Board, Treasurer and Chief Executive Officer.

Palmer previously was associated with Ingalls Iron Works of Birmingham,

Products News

Alabama, for twenty-eight years, rising through various offices of that firm to the presidency, from which he has recently resigned.

The action is part of a program to provide orderly transition of authority for the expanding operations of the Mahon Company.

SILBRICO CORPORATION, Chicago, has appointed Walter Anderson as sales agent for their All-weather Crete roof deck insulation in Michigan. His address is 1622 Dorchester Road, Birmingham, Michigan, and Detroit phone is VErmont 8-0258.

CENTURY BRICK CO. of Detroit are specialists in Flamingo colored masonry mortar produced by the Riverton Lime & Stone Co. of Riverton, Virginia. It meets all Federal and ASTM Specifications for Type I and II Masonry Cement, and ASTM C-141 for Hydraulic Lime. A color sample box is available free to architects on request. It has been used extensively in the East where color is desired to promote beauty, strength and permanence.



C. ALLEN HARLAN, president of the Harlan Electric Co., and president of the Detroit Educational Television Foundation, receives the nation's first proclamation of educational broadcasting month from Governor John B. Swainson in the gubernatorial offices in Lansing, Michigan. The proclamation was issued in recognition of Michigan's unusual record of educational enrichment through radio and television and the increased concern for school construction and design that will adequately accommodate the newest devices in educational technology.

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Bulletin Board

THE BEST WAY TO GET A JOB DONE," says Garry Moore, "is to give it to a busy man. He'll have his secretary do it."

SOCIETY FOR SUPPRESSION OF APPLAUSE: Founded by a man in Bakersfield, Calif., at the request of friends who want something done about people who applaud, cheer whistle or otherwise disturb one's slumber everytime a new speaker is introduced."

A GRADUATE STUDENT at Colorado State University was filling out an application for a scholarship.

To the question, "What is your reason for needing financial help," he wrote: "My wife and I are separated, leaving me as my sole means of support."

GEORGE H. ALLAN, director of Internal Revenue Service, Denver, Colorado, vouches for this:

A federal agent, helping a tardy taxpayer fill out his form, inquired: "Occupation?"

"Tavern Operator."

"Joint?" asked the agent, wanting to know whether the taxpayer was filing the return with his wife.

"No, a first-class tavern," was the reply.

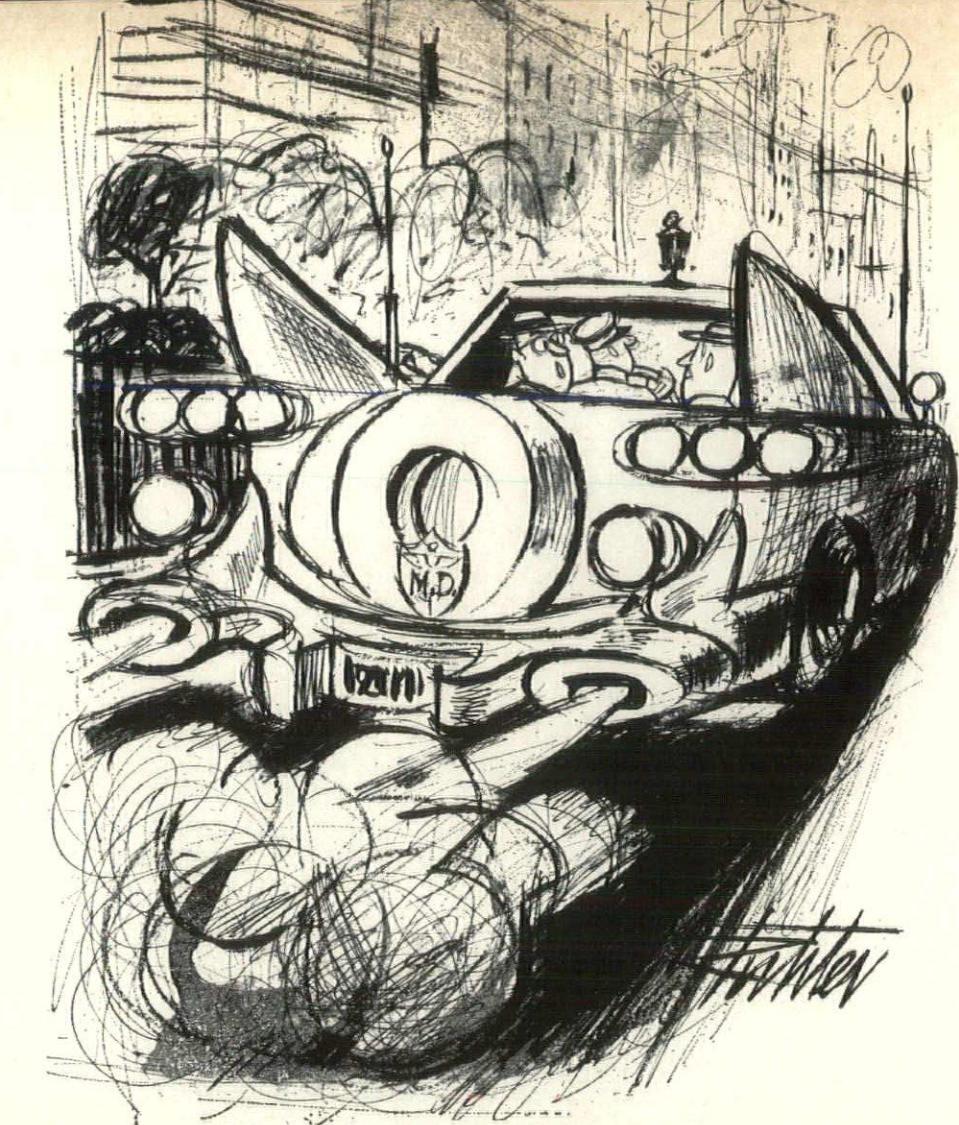
TWO YOUNG ACTRESSES were discussing the demise of the much-heralded Ziegfeld Follies.

"No wonder it flopped," said one. "I've never even heard of that Flo Ziegfeld woman."

"You haven't?" replied her friend, "why Florenz Ziegfeld produced the original Follies and was married to Billie Burke."

"Well," was the withering reply, "I never heard of him either."

"AND NOW THE SERMON IS CONCLUDED," said the minister, "the members of the vestry will take up the collection. I hope you will be generous. We badly need a color television set for the parish house."



"Of course I believe in unions—where do you think we doctors would be without the A.M.A.?"

Reproduced from Esquire, March 1961
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AT OUR HOUSE, we haven't bought a TV yet. We have been waiting for color radio.

I RUN MY HOUSE, boasted a hen-pecked husband—I run the carpet sweeper, the lawn mower, etc.

"DOES BILL STILL WALK WITH THAT SLOUCH OF HIS?"

"No, he has a new girl now."

"THAT'S A BEAUTIFUL MINK you have. What did you do with the skunk you had last year?"

"Oh, I divorced him."

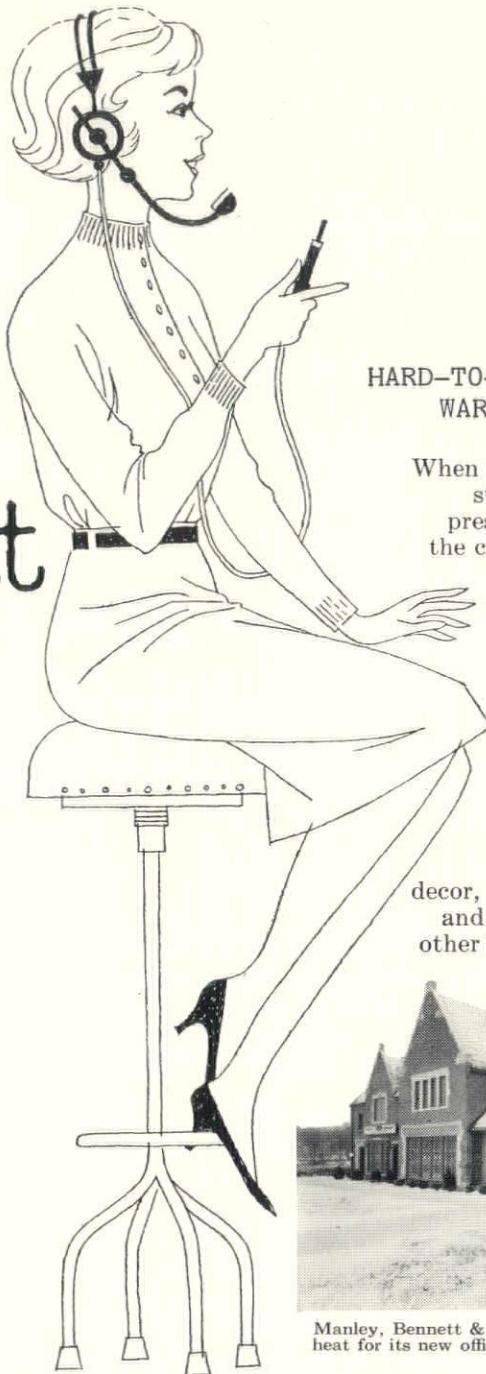
IN BRISTOL, ENGLAND there is a sign in a store window advertising "Lemonade—all flavors."

WRITTEN AND PRODUCED by T. Wilson Messy. This is a Messy Production.

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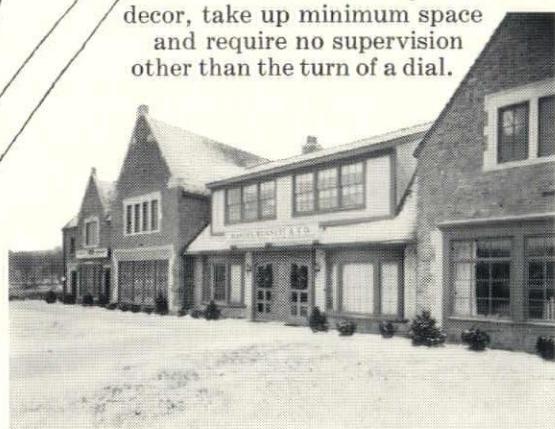
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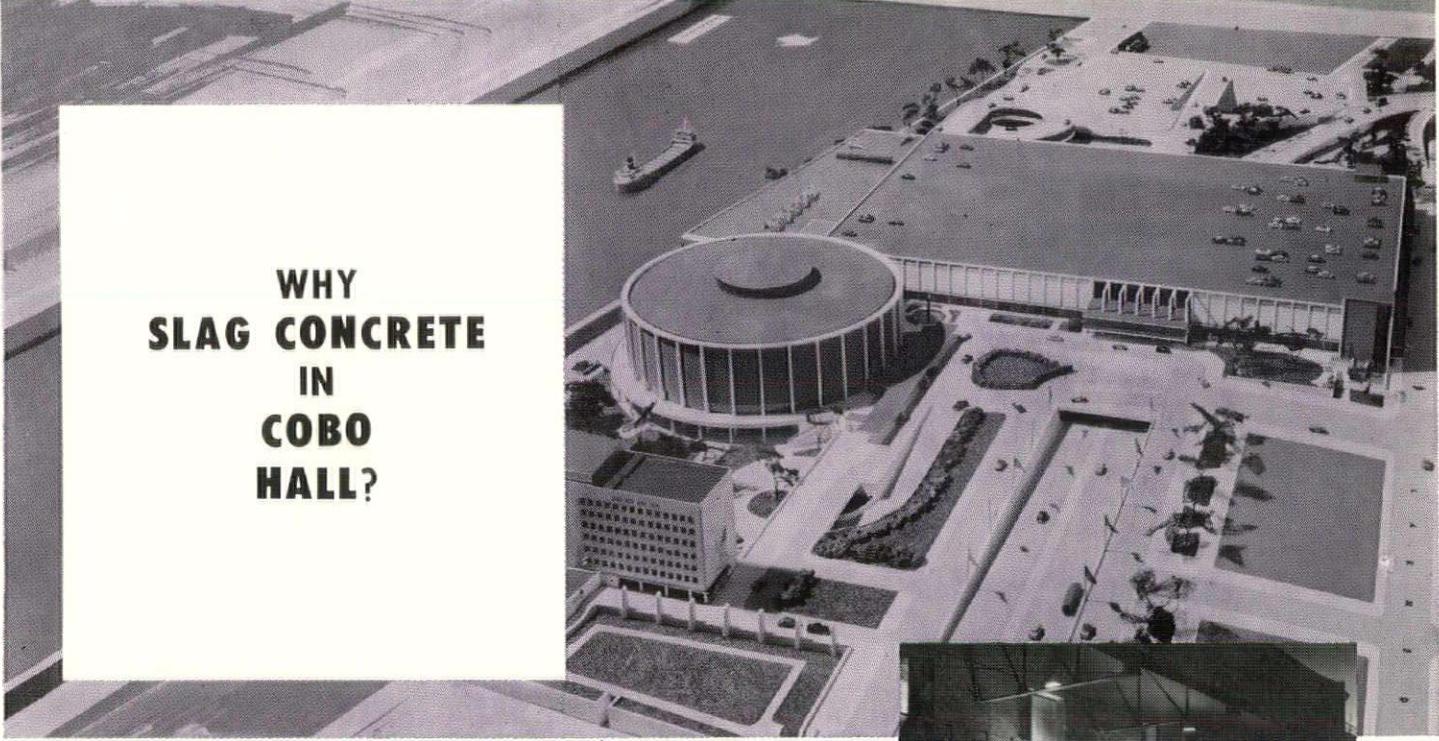
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